PINNGUAQ

2021/2022

ANNUAL REPORT

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A Message from
OUR LEADERSHIP

No one starts an organisation prepared for its entire way of functioning to be thrown upside down and on its head due to a global pandemic. 2021/2022 saw The Pinnguaq Association continuing to redefine itself as we adapt and adjust to the second year of a global pandemic. Our incredible team not only adapted, but put us in a position to grow and embrace new directions and challenges in a way we never expected.

Since the beginning of the Pinnguaq Association, what we pride ourselves on doing so well is, in person digital skills training. Face to face, one on one, long term relationships that serve people in their language, in the way they are most comfortable with. Going into Year 2 of Covid we were continuing our adaptation into mastering how our organisation can be as effective when we can't be directly in the room with you.

As challenging as the pandemic has been, it has also been an opportunity. An opportunity to explore new ways of teaching and learning. An opportunity to expand our reach across Canada sooner than we expected. An opportunity to pivot our educational programs to better support adults preparing for the new world during and after Covid.

In addition to our own growth 2021/2022 saw our biggest year ever in terms of the programs we are fortunate to deliver to other organisations. The Digital Skills For Youth Program delivered more money and more internships across Canada than any year previous. The Computers for Success Nunavut program not only saw us distribute more computers than previuos years, but also finalize our first agreement with the Government of Nunavut to support refurbishment of their computers. This will mean less e-Waste, and fewer computers in landfills.

We are so grateful for the support of our funders and our partners as we continue on this journey. We reflect on the year a bigger, more complete team, more sure of itself than ever and more ready to celebrate and promote S.T.E.A.M with rural, remote and Indigenous communities across Canada.

EDUCATION

April 1st 2021 marked almost one year of the Covid 19 pandemic, and things were looking up. Health Canada approved the vaccine in December 2020, and spring was just starting.

Working in some of Canada's most medically vulnerable communities required us to exercise extreme caution as it related to the delivery of programming. Masks were a must; vaccination for our staff was about respect for our communities. We continued to get better at online programming but longed to be in person again. Pinngauq's growing delivery team across the country rose to the occasion and delivered an incredible year of learning opportunities to thousands of learners across Canada.

Partnerships were the key to our community-centred success as we focused the year on expanding our programming in Northwest Territories, Labrador and Yukon. Continuing our steady growth in Ontario and Nunavut.

From youth to adults, our team centred our values of equity and creativity in learning. Working with each of our communities, we centred their needs and provided diverse opportunities to explore and discover exciting opportunities in science, technology, engineering, art, and math.

2021/2022 AT A GLANCE →

2021/2022 Delivery
AT A GLANCE

46 communities

6 provinces & territories

👤 Adults   👤 Youth

TYPES OF WORKSHOPS

Let's Play Minecraft   Introduction to Microsoft Office
Intro to Web Design   Mobile Photography   **Intro to Graphic Design**
Intro to HTML/CSS   Pixel Power
Introduction to Unreal Engine   Intro to Adobe   **Intro to STEAM**
Intro to Digital Storytelling   Creating Instructional Videos
Digital Storytelling   Intro to Podcasting   **Intro to Adult Digital Skills**
From Scratch to Python   Introduction to Tinkercad   **Generative Art with Processing**
Introduction to Social Media for Small Businesses
Making Music Through Code: Introduction to Sonic Pi   **Math Tutoring**
Intro to Scratch   Redstone Engineers

172 Programs Offered
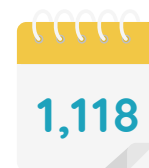
1,118 Events Hosted

**8,962 Learners**

606 Teachers Engaged

46 Partnerships

PARTNER HIGHLIGHT →

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HIGHLIGHT

Tree of Peace Yellowknife

The Tree of Peace Friendship Centre in Yellowknife has served its community for over 50 years. The push to online forced us to adapt by creating kits, including the "Stitches and Swtiches" kits, a collection of parts and instructions that allows learners to create their own e-textile projects. Our delivery staff had the opportunity to attend a weekly beading circle with Tree of Peace Friendship Centre and collaborate on building and improving the Stitches and Swtiches kits. We were able to run online training with the centre, building a unique relationship that mphasises the Association's focus on community-led curriculum and delivery.
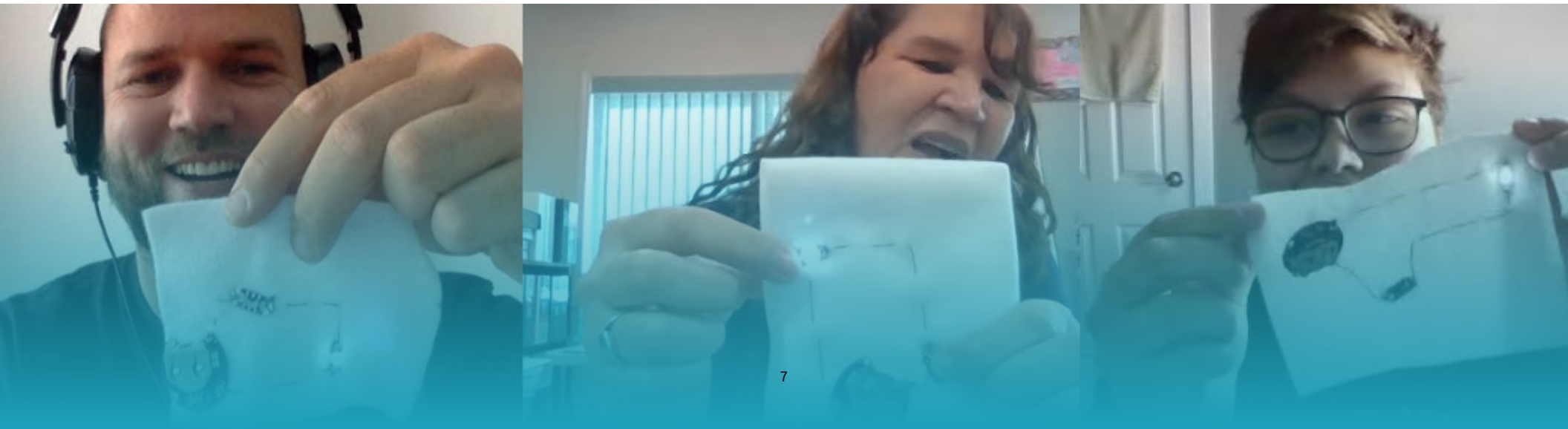
2021/2022
DELIVERY FUNDERS & PARTNERS

Thank you to our 2021/22 funders for their support of Pinnguaq digital skills and STEAM programming for children, youth, educators and adult learners:

Ontario Trillium Foundation / Fondation Trillium de l'Ontario

Innovation, Science and Economic Development Canada

Computers for SUCCESS CANADA / Ordinateurs pour l'excellence CANADA

Ontario

CANADA'S OCEAN SUPERCLUSTER

SMARTICE

KMN KATINNGANIQ MAKERSPACE NETWORK

Canada Council for the Arts / Conseil des arts du Canada

DS4Y Digital Skills for Youth Program

Nunavut

Canadian Space Agency / Agence Spatiale Canadienne

Canadian Heritage / Patrimoine canadien

NSERC CRSNG

Qikiqtani Industry Ltd.

Qikiqtani Inuit Association / qia.ca

Canada Summer Jobs

NAKAI THEATRE

Iqaluit Chamber of Commerce

RESOURCES →

8

RESOURCES

RESOURCES

Makerspaces, computers, curriculum, robots, mentors, teachers, funding—these resources are all part of ensuring that we tap into our equity and sustainability core values. We are building long-term, tangible resources that can serve a community long beyond the presence of any one individual or organisation. The Pinnguaq Association places resource development and ownership at the centre of our strategy for rural, remote, and Indigenous communities.

In 2021/2022, this took the form of the Computers for Success Nunavut program, which ensures that every participant of Pinnguaq programming is able to take a laptop home if they need it.

It took the form of Root & STEM Magazine, a publication dedicated to creating long-term and accessible curriculum and storytelling centered around STEAM opportunities and successes in the communities we serve.

It took the form of Makerspaces and was highlighted by the purchase of our building in Iqaluit, ensuring a long-term, cost-effective way for Pinnguaq to continue to offer free STEAM programming for Nunavummiut.

CFSN →

COMPUTERS FOR SUCCESS NUNAVUT

Since 2015, the Pinnguaq Association has had the pleasure of delivering Computers for Schools+ across Nunavut as Computers for Success Nunavut. Since that time we've delivered thousands of computers across Nunavut, coupling it with our programming to ensure that every learner has a computer to take home. Some of the best learning comes when a learner is free to experiment and play outside of a classroom setting. By providing a computer to each learner through the CFSN program, we can tap into our core value of sustainability, ensuring education doesn't end at the door of the classroom.

Beyond just Pinnguaq programming, Covid-19 saw many people across Nunavut confined to their homes for extended periods. The CFSN program worked with the communities of Igloolik, Sanikiluaq and Arviat to supply computers to community groups who stil wanted to meet virtually. At the same time, the program in Iqaluit was made available to Iqaluit public school students and students of the Nunavut Arctic College who were learning from home.

Each year, we deliver hundreds of computers to communities across Nunavut. Our goal is to get computers in the hands of Nunavummiut, who need them most, enabling new opportunities through technology and reducing e-waste in the territory. 2020/2021 was the next step in that e-Waste reduction initiative. Through the effort of our Iqaluit-based CFSN team, we signed an MOU with the Government of Nunavut, which committed to providing 400 desktops to be refurbished and distributed across the territory. Our CFSN team of Alex Smithers, Cole Tucker, Ben Westwell and JJ Nuqingaq, and support from Ontario's lead connection in Logan MacDonald, helped distribute 465 computers across Nunavut through Pinnguaq programming and refurbished 402 computers in Iqaluit.

Right: Alex Smithers, Cole Tucker, and JJ Nuqingaq return to the Makerspace
with a donation of desktops from the Government of Nunavut.

ROOT & STEM

The 2021/2022 fiscal year was an exciting time for Root & STEM Magazine as we continued to build on the previous year's success, where we were nominated for two National Magazine Awards. We released two issues, one focused on Gaming and the other on Artificial Intelligence, which explored important topics in STEAM education and provided educators with articles, activities, and lesson plans to teach digital skills. Additionally, we established a relationship with the Canadian Space Agency, which helped create our fifth issue exploring the universe and our place in it. As a publication focused on diverse STEAM stories and resources, we are proud to continue providing a platform for rural, remote, and Indigenous communities to share their unique perspectives on science, technology, engineering, art, and math.

> *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.

ROOT & STEM ISSUE 3

The third issue of Root & STEM explores games' role in our lives. What do games teach us about the world around us—and why does representation in gaming matter? These are the kinds of questions our guest contributors explore in this issue. We hope it inspires educators to consider how gaming is being used in the classroom as a teaching tool and a platform for sharing more diverse perspectives and stories.
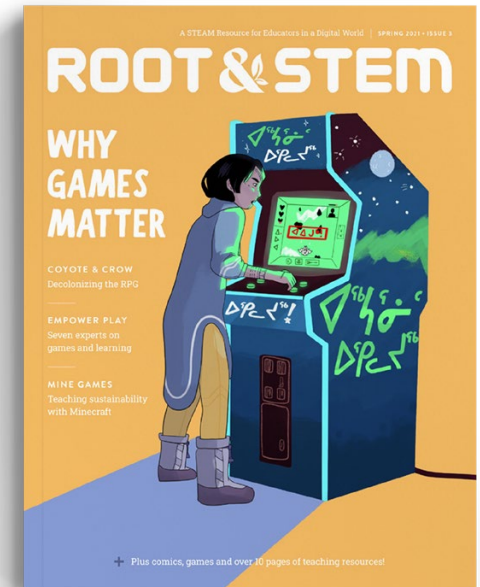
ROOT & STEM ISSUE 4

This issue of Root & STEM explores how AI is powering profound changes in education, art, and environmental protection. From how AI is used in industry, how it has changed learning and creativity, and how it is helping scientists understand and catalogue whale calls, this issue asks what kind of world AI is creating. It discusses the need for responsibility and ethics in its applications and outcomes.

PURCHASE OF 1412 SIKITUUQ DR, IQALUIT

On January 17th 2022, the Pinnguaq Association took ownership of the Iqaluit Makerspace. The Pinnguaq Association's purchase of the Iqaluit makerspace building at 1412 Sikiqtuuq Dr in Iqaluit is a significant step towards ensuring the sustainability and growth of the organisation. As a not-for-profit organisation, owning its building means that Pinnguaq can avoid the uncertainties associated with renting or leasing property. This is especially true in Iqaluit, where eviction from a building could mean a two-three-year wait for a new building and exponential cost increases.

This stability will enable Pinnguaq to focus its resources on expanding its services and programs, including educational and skill-building workshops, community events, and access to cutting-edge technology.

Most importantly, ownership means the ability to expand. We cannot wait to show off what we have planned for this space in the coming years.

MENTORSHIP →

MENTORSHIP

MENTORSHIP

We believe that mentoring will build capacity by amplifying voices, projects, and ideas and creating mutually beneficial opportunities. For the Pinnguaq Association, this means we build mentorship into every opportunity we have. This connects to our core value of Sustainability, ensuring that the work we do has a last, long term and community-focused core. We foster mentorship both internally within our organisation and externally in support of other organisations.

GLOBAL GAME JAM →

THE GLOBAL GAME JAM

Mentorship allows participants in our communities to see themselves in technology. When someone who looks like you, speaks your language and lives in your community sees success in any endeavour it bridges the gap of possibility that an individual can perceive.

Alex Smithers joined our team to lead the Computers for Success Nunavut project. He previously had worked at Drinkbox games and brought that experience to the Iqaluit Makerspace. In January 2021, the Global Game Jam came around and Alex led six members of the community, three of whom were students from Inuksuk High School in the creation of two games. All are detailed in Issue 3 of Root & STEM. JJ Nuqingaq and Cole Tucker would take this experience and delve into their own creativity. By February 2022 they had developed their own game, "Visit to Headstone Mall" that they would take to the XP Game Summit in early April 2022 to show off to the world.

EMPLOYMENT

2021/2022 Program Overview
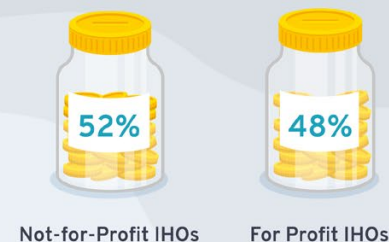# DIGITAL SKILLS FOR YOUTH (DS4Y)

Pinnguaq is proud to have been chosen by the Department of Innovation, Science and Economic Development Canada (ISED) as a delivery partner 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.

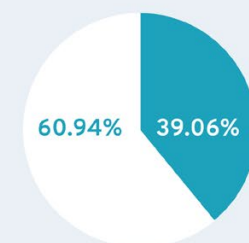Pinnguaq recruits IHOs and helps them obtain funding to hire youth interns.
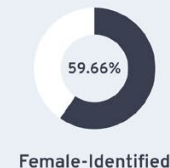
DIGITAL SKILLS FOR YOUTH PROGRAM
APRIL 2021 → MARCH 2022

NORTHERN IHOs*
SOUTHERN IHOs
0 10 20 30 40 50 60 70
* IHOs: Intern Hosting Organizations

52% Not-for-Profit IHOs
48% For Profit IHOs

233 Total Interns
60.94% Province-Based Interns
39.06% Territory-Based Interns

59.66% Female-Identified
44.21% Rural & Remote
38.63% Indigenous Identified
18.88% Non-English Speaking
32.19% Visible Minority Identified
5.58% Living with Disability

$1,852,223.09 total funding for wage support in the territories
$2,184,035.91 total funding for wage support in the provinces

144,180 Total hours worked by interns

$6.5 million Total funding 2018-2022

Learn more about our work at pinnguaq.com/partner-with-us/ds4y

PINNGUAQ

Digital Skills for Youth (DS4Y)

PARTNERSHIP HIGHLIGHTS

QIA

QIA is the Regional Inuit Association for the Qikiqtani Region of Nunavut, representing 51 per cent of Inuit living in the territory located in the Canadian Arctic.

QIA is a Designated Inuit Organization under the Nunavut Agreement. QIA is one of three Regional Inuit Associations affiliated with Nunavut Tunngavik Inc.; the other associations include the Kitikmeot Inuit Association and the Kivalliq Inuit Association.

QIA received **$163,782.95** in funding for 11 **QIA Inuit Intern** positions.

Over the course of 25 weeks, the interns will participate in a number of Digital Skills Workshops designed to provide an overview of concepts, theory and terminology with hand-on skills development.In addition to developing digital and technological skills, the interns will be gaining meaningful employment experience which supports future participation in the new digital economy, and improves their opportunity for new employment and increased wages.

Digital Skills for Youth (DS4Y)
PARTNERSHIP HIGHLIGHTS

HelpAge

HelpAge Canada supports community-based initiatives through its partnerships across Canada and abroad to improve the lives of older persons and their communities. They empower older people who are vulnerable, isolated or lonely by developing innovative programs and collaborations to foster a world in which all persons age with dignity.

HelpAge received **$48,095.53** in funding for 21 positions of **Technology Mentor.** All of the interns were for the Connected Elders program where the youth were paired with elders in their communities in Nunavut to help the elders navigate technology.
increased wages.

PRODUCTION →
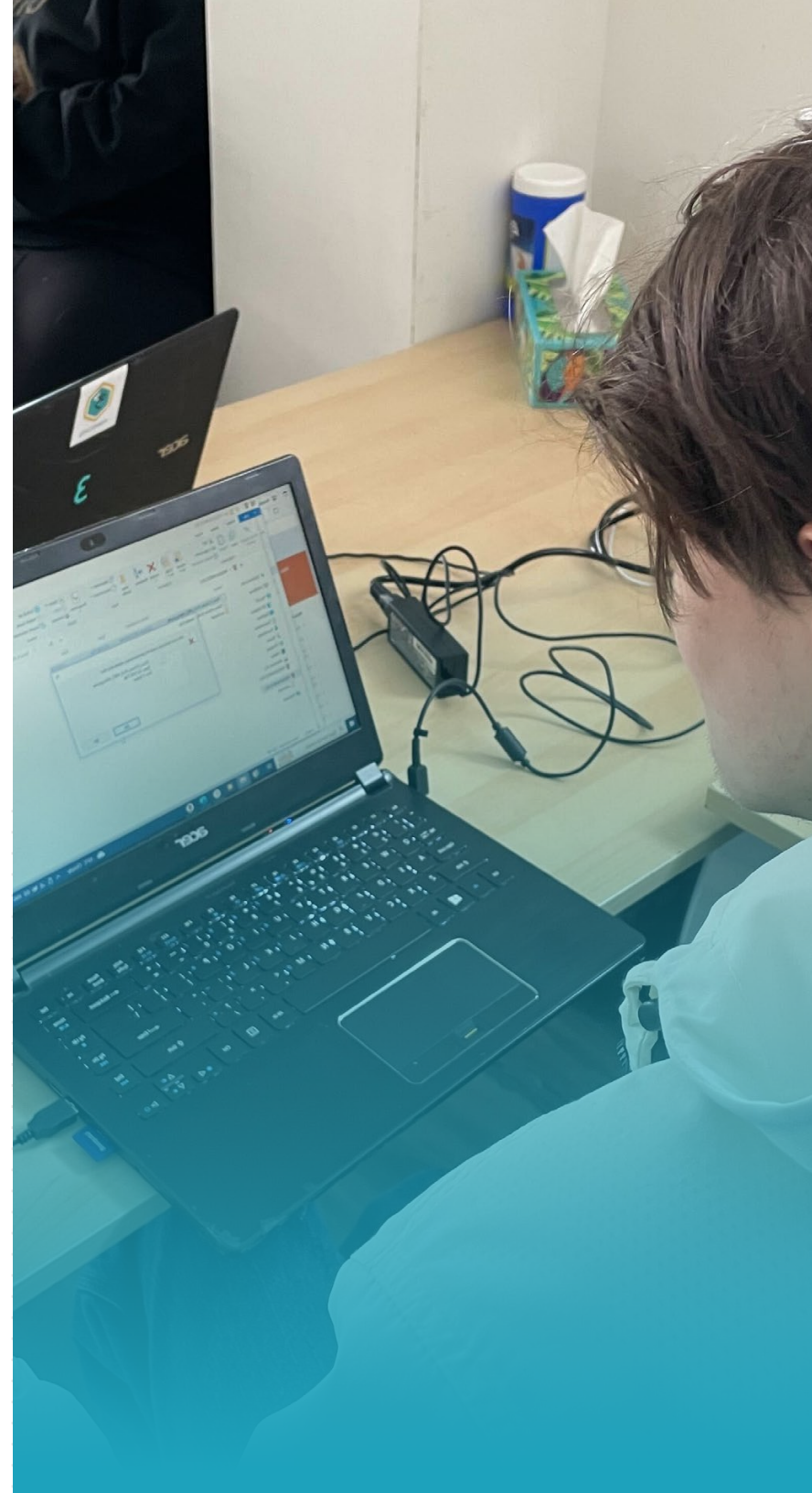
PRODUCTION

PRODUCTION

Pinnguaq Studio is a social enterprise offering best-in-class design and development services to government, educators, social change organizations and other partners.

Our difference is rooted in a co-design approach that ensures our work is user-relevant and effective, and a social impact model that ensures that we build communities, knowledge and skills, while we build your solution.

Pinnguaq Studio is part of the Pinnguaq Association, a non-profit organization focused on STEAM (science, technology, engineering, art and math) education for all ages. The Association has Makerspaces in Iqaluit, The Kawartha Lakes, Curve Lake and Cambridge Bay that act as knowledge hubs in these communities, and partners with a wide-variety of organizations to deliver STEAM opportunities and digital literacy development in rural, remote and Indigenous communities.

PROJECT HIGHLIGHTS →

OUTREACH

PARTNERSHIP

EVALUATION/CELEBRATION

CURRICULUM/
INSTRUCTIONAL
DESIGN

GRAPHIC DESIGN

VIDEOGRAPHY

SOFTWARE
DEVELOPMENT

COMMUNITY-LED   CAPACITY-BUILDING

CODESIGNING
WITH PINNGUAQ

SUSTAINABILITY   ACCESSIBILITY

3D MODELING
AND ASSETS

PRODUCTION

2D ART/
ILLUSTRATION

GAME DESIGN

COLLABORATION

INTERACTIVE DESIGN

WORKSHOP / SKILL-BUILDING

Project Highlight

CURVE LAKE FIRST NATIONS AND THE KAWARTHA LAKES ART GALLERY

When Covid struck, the ability to host an in-person showcase of the participants' work became impossible. The project was developed by Pinnguaq in Unity and was hosted online to allow a multi-user, digital online gallery featuring the students' work.

The space was inspired by the Pow Wow Grounds of the Curve Lake First Nation. Developed through a multi-year digital art education program run with Curve Lake Youth and then crafted into this digital space. The Curve Lake Museum Project is a way to bring Pinnguaq's students, artists and partners together to celebrate what they have achieved. Each pedestal contains a piece of art work created by participants of workshops run by Pinnguaq in partnership with Kawartha Art Gallery.

lalugu

Project Highlight

SMART ICE, ILITAQSINIQ AND PINNGUAQ SUPERCLUSTER PARTNERSHIP

For our three organizations, all previous Arctic Inspiration Prize winners; the opportunity to support each other's mandates and commit together to building capacity with community members, in community came about in 21/22.

The three AIP laureates received project partnership funding through Canada's Ocean Supercluster to develop technical skills training for Inuit participants across Inuit Nunangat, called the Inclusive Workforce for Arctic Ocean Technology Project. This holistic, culturally contextualised technical training promotes Inuit inclusion in the ocean economy and ecosystem.

In summer 21/22, Ilitaqsiniq and Pinnguaq launched Iqalliarluk – an Inuktitut Typing Game, created new stories and songs in the Uqalimaarluk app, and launched a new digital game to promote Inuktitut literacy. Together with SmartICE, the organisations are committed to supporting Inuit in building their skills in literacy and navigating digital spaces towards community-based well-being, by helping make connections between the land and technology.

ADVOCACY

ADVOCACY

Advocacy is built into the very fabric of the Pinnguaq Association and shines through with each bit of work we do. It is also the hardest to define and the hardest to celebrate because much of the work goes on behind the scenes. From our community-led focus in delivery and education, to the linkage we aim to create between industry and rural, remote and Indigenous communities in Canada - Advocacy on behalf of our communities and their role in S.T.E.A.M is what we surround ourselves with.

ADVOCACY HIGHLIGHTS →

EDUCATION LEAVE

The Pinnguaq Association invested over **$125,000** in Salary and Tuition costs for five Indigenous staff within the organisation. Education is a key component of the Pinnguaq Lifecycle, not only by providing educational experiences through our digital skills programming but ensuring our staff have access to external educational opportunities. Pinnguaq Association recognizes that its employees are valuable assets, and our Education Leave Policy aims to invest in our employees' learning cycle to develop their expertise and support them in becoming qualified individuals in their respective fields.

Advocacy Highlight

ARTIFICIAL INTELLIGENCE

We are all excited by the possibility of what A.I can bring to our communities but advance with a level of cautious optimism. In 21/22, the Pinnguaq Association has begun work to ensure we understand and support the possibilities of artificial intelligence, but approach centred in our core values of sustainability and community-centered (and community-led) priorities.

LIFECYCLE SUPER STARS →

LIFECYCLE SUPERSTARS

In 21/22, the Pinnguaq Association continued to connect journeys with and through our organisation to the Pinnguaq lifecycle. We celebrate the journeys of our staff and co-op students including [Hailey Bennett](#) and [Emily Canfield](#), two staff who have been with us since nearly the beginning, as well as [Santino De Santis](#), a highschool student who brings a fresh perspective to the work we do.

Hailey Bennett

Hailey Bennett joined the Pinnguaq team fresh out of high school in 2017 as a Social Media intern. Utilizing Pinnguaq's Education Leave support, Hailey was studying Interactive Media Design at Durham College, and is currently studying Project Management Basics through the Project Management Institution. This has led to her current role as a Digital Content Coordinator with our Production Team.

Emily Canfield

Emily Canfield joined Pinnguaq in 2017, and has taken on a number of different roles with the organization. While serving as a graphic designer and helping to define Pinnguaq's look and style, she also helped deliver programming in Northern Ontario and Nunavut. For the past four years, Emily has utilized her creativity and flair for visual storytelling to support Pinnguaq and our partners.

Santino De Santis

Santino De Santis' first experience with Pinnguaq as a high school co-op student in 2020. Working with our Education team, he has produced videos and other content to help encourage STEAM learning in youth and adults. He is currently leading Pinnguaq's first venture into Roblox, creating an interactive game to accompany an upcoming issue of Root & STEM.

Advocacy Highlight

ELDER PROGRAMMING WITH YOUTH MENTORS

Technology provides exciting new ways to share information and history, and to build connections. Through an exciting new partnership with Help Age Canada, Nunavummiut youth and Elders will use technology to share and learn from each other. Connected Elders trains youth as mentors, teaching elders in their communities to use tablets and the internet, improving their connections with family, friends, and community. In 21/22 we launched in the Kivalliq region serving over 50 elders through the work of 12 Inuit youth in all seven communities.

PINNGUAQ

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