

TABLE OF CONTENTS





- OUR MISSION
- LETTER FROM OUR FOUNDER
- OUR HISTORY
- OUR IMPACT
- TESTIMONIALS
- WHY SPONSOR TERRANAUT CLUB?
- SPONSORSHIP OPPORTUNITIES
- 11 ADDITIONAL OPPORTUNITIES
- 2023/2024 SPONSORS
- BOARD OF DIRECTORS
- 15 CLOSING REMARKS & CONTACT INFO



OUR MISSION



Terranaut Club creates and delivers STEM (Science, Technology, Engineering, and Math) exploration and environmental education programs for girls and underrepresented genders ("girls+") ages 9-18 in the Maritimes.

Our programs range in length from half-day workshops to online guest speakers to multiday, overnight experiences. All programs are taught by women and gender diverse people in STEM and feature hands-on, experiential learning in primarily outdoor settings. Activities are centered around marine biology and wildlife conservation, environmental science and sustainability, and data science and coding.

To achieve our mission of encouraging girls+, specifically of disadvantaged and/or under-represented backgrounds, to pursue STEM careers and become environmental leaders in their own communities, all of our programs are highly subsidized and offered either at a free or pay-what-you-can rate.







LETTER FROM OUR FOUNDER



Dear Potential Spansors,

I'm Julia, the Founder of Terranaut Club, and am so grateful that this package is reaching your desk, inbox, or, more broadly, attention. The work that we do at Terranaut Club has changed lives, sparked passions, fostered connections, and re-routed career paths for hundreds of empowered girls and under-represented genders ("girls+") in the Maritimes since our founding in 2018, and now we need your help. As we've grown to accommodate demand, our pay-what-you-can model and other funding avenues like government-based grants have become difficult to rely on. Due to the limitations of how government funding can be spent and its tendency to be tied to specific programming output, we've created this sponsorship package in hopes of finding new groups to support our mission of encouraging girls+ to pursue STEM careers and become environmental leaders in their own communities. Please consider joining us on our impactful, accessible, and inspiring adventure of creating STEM exploration and environmental education opportunities for incredible girls+ in the Maritimes!

I often get asked about why I created Terranaut Club. In the six years since I founded this organization, my answer has evolved. I've witnessed the impact that our programs have on our participants and how it's often one specific activity or one seemingly small moment of mentorship that changes their attitude and interest in STEM. This has allowed me to reflect more clearly my own educational path into STEM. I have a Bachelors and Masters degree in Biology from Acadia University, but I wasn't always interested in this field. I wasn't an outdoorsy kid; I didn't grow up loving science, and I never expected to found a STEM-focused organization. I didn't discover my interest in Biology until one fateful day in grade 11, and was deeply committed to the pre-med path until I stumbled into some transformational learning experiences doing field research out in the Bay of Fundy with skates, sturgeon, sharks, and other charismatic and threatened species. It took me a few years to recognize how privileged I was to have stumbled into these experiences and how impactful they were on my connection with the environment and career path. They helped me learn about who I am and what I want to do with my life. When it came to starting Terranaut Club, here's what it came down to: how can I remove luck from the equation for girls+ out there who might be struggling through these subjects or not see these career paths as a possibility? How can I create hands-on, unique, and exciting experiences for them that bring science to life in a memorable way? The answer is: with the help of so many incredible women and gender diverse people in STEM who care about the next generation of STEM and environmental leaders as much as I do. Through hard work, passion, and more often than not, asking for help.

So here I am, seven years in and looking for support. Through this sponsorship package, you'll see testimonials, organization information, and more that highlight our profound impact and how a company like yours can help us reach and change the lives of even more girls+. I can't wait to hear from you, either by phone at 613-809-6395 or email at info@terranautclub.com.

Julia Whidde





With gratitude,

@TERRANAUTCLUB

OUR HISTORY



2025
12 multi-day & overnight, 24 day programs
165 multi-day, 200 day participants (*projected*)
\$150,000 budget (*projected*), 6 staff

12 multi-day & overnight, 15 day programs
165 multi-day, 115 day participants
\$140,000 budget, 6 staff

12 multi-day & overnight, 5 day programs
135 multi-day, 48 day participants
\$77,000 budget, 4 staff

2022 95 participants \$40,000 budget, 2 staff

2021 8 multi-day, 7 online programs 70 multi-day, 32 online participants \$37,000 budget, 1 staff

25 online events (due to Covid-19)
2020 233 participants
\$800 budget

6 multi-day & overnight programs60 participants\$12,900 budget

2 multi-day & overnight programs
19 participants
\$2,300 budget





OUR IMPACT





Terranaut Club's initiatives resonate on multiple levels:

- First, by offering our programs for free or at a pay-what-you-can rate, **we're** actively addressing systemic inequalities in access to extra-curricular educational opportunities for girls+ from disadvantaged families. This is particularly important in the Maritime provinces due to above average child poverty rates.
- Second, by targeting girls and under-represented genders in STEM ("girls+"), particularly from under-represented backgrounds, we're helping create a generation that will balance the gender and racial gap in the STEM fields in Canada.
- Third, by providing unique and hands-on experiences in STEM, we're helping build confidence and curiosity, fostering a sense of belonging and capability in fields traditionally dominated by the white, cis-gendered male demographic.
- Fourth, by focusing on environmental education we're equipping participants with the knowledge and skills necessary to address pressing ecological challenges. Through immersion in outdoor settings and engagement with subjects like wildlife conservation and sustainability, participants develop a deeper appreciation for nature and understanding of local environmental issues.

TESTIMONIALS



"Connecting with other women and girls passionate about STEM has re-ignited her interest in studying science at university. **The hands-on activities, from a shark** dissection to analyzing pH levels in water, and community-building events, clearly show that Terranaut Club engages participants wonderfully. We're grateful to the staff for their leadership and connection with our teen!"

— Evelyn J., mother of Jade

"Terranaut is special to Evey (and me) not just because of the way **it fuels her passion for environmental stewardship and marine biology, but also because it was the first place she felt safe being "out" as trans,** using her chosen name, and sleeping away from me.

Terranaut has given her so much confidence and I really hope she can continue to learn and grow in her love of STEM and as a person with the incredible team there."

— Kym, mother of Evey

"I can't say enough about what Terranaut Club has done for both of my girls! **The** confidence they inspire with the experiences they offer is incredible."

— Sheri B., mother of Faith and Kate

"Ella is planning on sticking with the sciences after high school and her Terranaut Club experiences have definitely fueled that desire and given her the confidence to go forward! She's not just succeeding at school, she's altogether excelling in math and science - I'm beyond proud of her and excited to see where the years will take her. Thank you to Terranaut Club for spearheading this amazing work and for being a team of incredible role models!"

Patricia M., mother of Ella and Chloe

WHY SPONSOR US?





Become a sponsor of Terranaut Club and make a real difference in the lives of girls+ in the Maritimes, including under-represented and disadvantaged youth. By supporting our STEM exploration and environmental education programs, you'll align your organization with social responsibility, community engagement, and workforce development initiatives.

Your sponsorship of our impactful work will promote environmental stewardship and strengthen your reputation as a conscious organization that cares about charitable giving and champions diversity in the STEM fields. Join us in empowering the next generation of STEM and environmental leaders and innovators!

SPONSORSHIP OPPORTUNITIES

PLATINUM (\$5000 - \$9999)

As a platinum sponsor, you have the opportunity to support our summer programs and have your company individually featured in a social media post, with your logo and status as a Terranaut Club sponsor.

Included in this sponsorship tier:

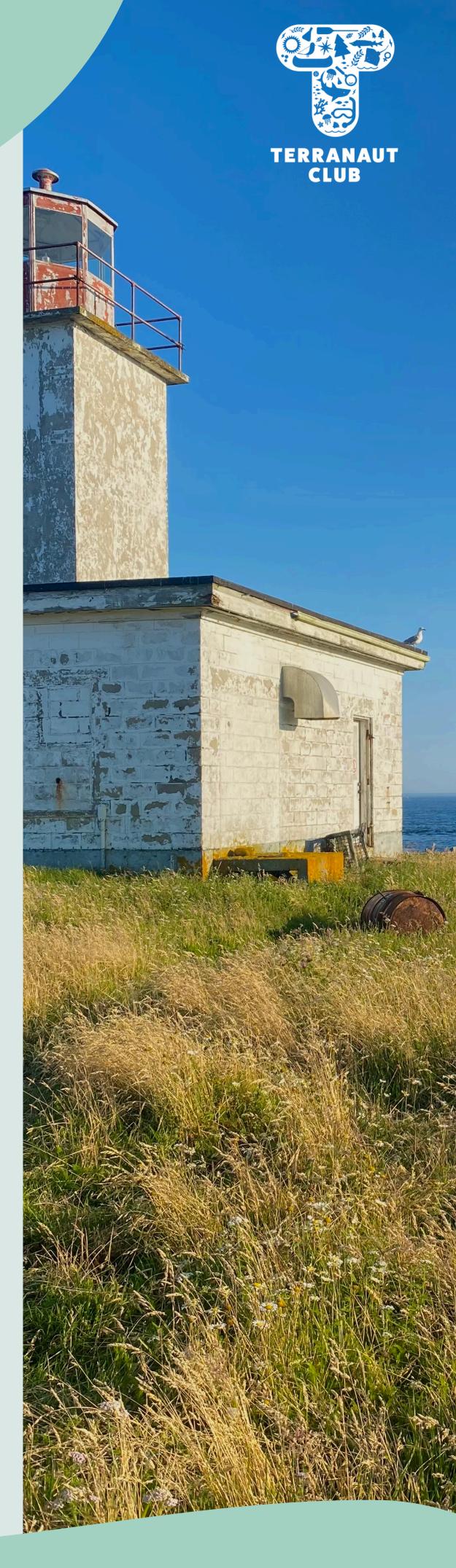
- Your company logo displayed on our website in large font.
- A social media post dedicated to your company, featuring your logo, your status as a platinum sponsor, and a personalized thank you message.

DIAMOND (\$10000 - \$24999)

As a diamond sponsor, you have the exciting opportunity to be the exclusive sponsor for one Terranaut Club program, and have your logo featured on all advertising and social media posts about that program.

Included in this sponsorship tier:

- Primary sponsorship for one Terranaut Club program. Your logo will be included on all advertising/social media posts about the program.
- A social media post dedicated to your company, featuring your logo, your status as a Diamond sponsor, and a personalized thank you message.
- Your company logo displayed on our website in large font.
- 1/4 of a page on our website allocated to your company or organization. Opportunity for you to display a personalized message here.



SPONSORSHIP OPPORTUNITIES

TITLE (\$25000+)

This unique level of sponsorship offers your company the opportunity to be the exclusive sponsor of a series of 3 Terranaut Club programs or workshops. Your logo will be included on all advertising/social media posts about the programs.

Included in this sponsorship tier:

- Title sponsorship for a series of three Terranaut Club programs or workshops. Your logo will be included on all advertising/social media posts about the programs.
- A social media post dedicated to your company, featuring your logo, your status as Terranaut Club's Title sponsor, and a personalized thank you message.
- Your company logo displayed on our website in large font.
- 1/2 of a page on our website allocated to your company or organization. Opportunity for you to display a personalized message here.

Message from volunteer Sarah Brown:

"This organization is more than just a camp, it is a safe space where everyone can feel included, regardless of background or orientation. Volunteering with Terranaut Club gave me the confidence to finish my Masters degree and proved to me that my voice matters. The best word I can use to describe volunteering for Terranaut Club is privilege. I felt immense privilege at every program I was fortunate enough to attend and through every interaction with the kids. Volunteering with them shaped who I am today."



OTHER WAYS TO SUPPORT OUR WORK

COLLABORATE WITH US

Are you part of an educational group that is interested in collaborating with us on a program, workshop, or activity?

- We love to connect with other organizations to create new learning experiences for our participants or yours!
- Collaborations can include bringing one of our existing activities or workshops to your group, having you out with us for a day-long Field Trip, and more. Please note that to meet our organization's mission, we are only able to work with girls and under-represented genders ages 9-18.
- Please reach our to us via email if you're interested in a collaboration (info@terranautclub.com)

GEAR DONATION

Are you an activewear or outdoor gear company?

- Terranaut Club runs 12 multi-day and overnight programs each summer, involving camping and wilderness exploration.
- We're always on the look out for gear donations including tents, rain gear and footwear, headlamps, and general camping supplies. This is a great opportunity for your company to gain exposure while supporting our programs.
 We would love to discuss how we can collaborate to benefit both our organization and your brand

PROGRAM ADVERTISING

Are you part of a group that works with youth?

- We're always trying to extend our reach beyond the communities we already work in.
- We would love to have your help in marketing Terranaut Club programming to new demographics and areas.
- We are happy to provide posters and program information for distribution.



OTHER WAYS TO SUPPORT OUR WORK

MAKE A DONATION!

Even if our sponsorship opportunities aren't the right fit or scale for your organization, we greatly appreciate any form of financial support! You can make a donation directly to Terranaut Club using the link or QR code below.

https://www.zeffy.com/donation-form/donate-to-terranaut-club



OTHER IDEAS?

We're always happy to discuss your ideas for supporting Terranaut Club!

Reach out to our Founder and Executive Director, Julia Whidden at info@terranautclub.com.

Participant Matayah holds a threatened seabird chick (Leach's storm petrel) at our Intermediate Wildlife Conservation Level I Program on Bon Portage Island, NS. Participants of this program get to assist female scientists on the Island with their research and learn about post-secondary STEM degrees and opportunities in wildlife conservation.



2023/2024 SPONSORS















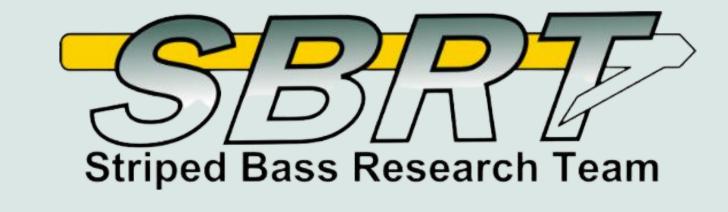






ECOLOGICAL RESTORATION







13

Terranaut Club is a registered Canadian charity, and will provide taxdeductible receipts.

BOARD OF DIRECTORS

Meet (some of) our incredible team!



PRESIDENT - KATIE SCOTT (She/Her)

Environmental Education Specialist with Ducks Unlimited Canada



Radiation Therapist in the Niagara Health System

SECRETARY - SALLY MARCHAND (She/Her)

Project Manager at Learn Sphere and former Coordinator of NSERC's Women in Science and Engineering (WISE) Atlantic Region

DIRECTOR - ERICA PORTER (She/Her)

Fisher and Science Technician in the Bay of Fundy

DIRECTOR - JULIE TOMPA WOLTHAUSEN (She/Her)

Executive Director, National Operations & Programs at Parks Canada











CLOSING REMARKS



On behalf of the Terranaut Club Team and all of our participants, we would like to thank you for taking the time to consider a partnership with our charity. If you have any questions about sponsorship or other types of support, please feel free to contact us at any time. We would be thrilled to discuss opportunities in further detail and adapt our offerings to best fit your organization's needs.

Together, let's blaze the trail for another amazing year of hands-on, memorable STEM and environmental education programs that bring joy, learning, and connection to our local communities. We can't wait to join forces with you and make magic happen!

Sincerely,

The Terranaut Club Team

CONTACT US

- Email Founder & Executive Director Julia Whidden at info@terranautclub.com
- Instagram: @terranautclub
- Facebook: Terranaut Club
- Website: terranautclub.com
- Charitable Registration Number: 745361287RR0001

