



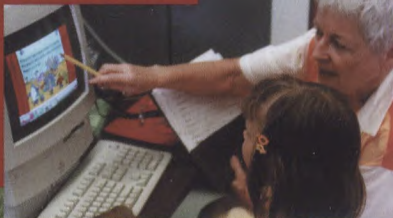
Government  
of Canada

Gouvernement  
du Canada



connecting.canadians

## The SchoolNet



## GrassRoots



## National Campaign

**Building a strong future  
for Canada...**

*by growing information and communication  
technology (ICT) skills from the grassroots up*

**[www.schoolnet.ca/  
grassrootscampaign](http://www.schoolnet.ca/grassrootscampaign)**

Canada

# SchoolNet GrassRoots Program

Industry Canada's SchoolNet GrassRoots Program aims to create 20,000 student-developed interactive learning projects by March 31, 2001. Students across Canada are already working and learning together to create educational tools and content for the Internet. GrassRoots projects allow young people to develop information and communication technology (ICT) skills such as Web site creation, Internet research and graphic design. Students also learn other employment-related skills like project coordination, problem solving, critical thinking and team building.

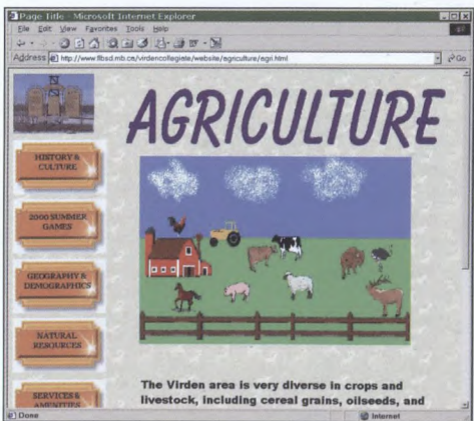
**"Today I am challenging the business community to match our \$15 million investment and the contributions of the provinces."**

*Jean Chrétien  
Prime Minister of Canada  
March 26, 1999*

## Investing in Our Future

The SchoolNet GrassRoots National Campaign is a sponsorship initiative to raise \$15 million from the private sector to match both federal and provincial/territorial government support for the GrassRoots Program. With the support of all Campaign contributors, 5 million Canadian youth will have opportunities to develop valuable ICT skills in the classroom.

Different levels of sponsorship encourage broad participation from Canadian businesses. Companies of all sizes can join Ministries of Education, teachers and parents in supporting this innovative approach to learning. Most importantly, funds raised through the GrassRoots Campaign go directly to teachers for classroom-based online projects.



- ▶ **Virden, A Well of Opportunity: Students celebrate their New Brunswick community and its agricultural heritage.**

## **Planning for Future Economic Growth**

In today's thriving knowledge-based economy, Canadian business needs access to skilled knowledge workers to stay competitive. By contributing to the growth of ICT skills, the National Campaign and its partners are supporting the development of Canadian innovation and furthering Canada's global reputation for ICT expertise.

SchoolNet GrassRoots is part of Connecting Canadians, the Government of Canada's strategy to help all Canadians realize economic, social and personal benefits from the information highway.

**"...The Internet has allowed us to make learning meaningful and relevant. Classes that have completed GrassRoots projects are far more likely to take the skills they have learned and apply them in other learning situations...The resources are current, dynamic, and appealing to our students"**

*Heidi Gatherall  
Teacher  
Mt. Pearl, Newfoundland*



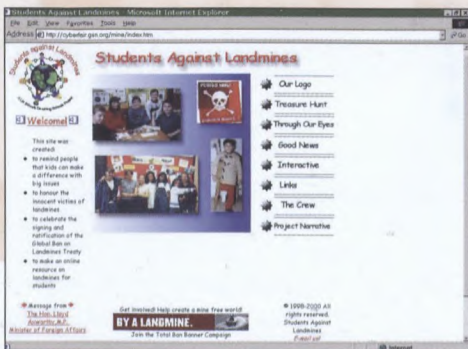
**“The GrassRoots Program is a perfect example of how to help educators use technology to enable more dynamic interaction with students, parents and the connected community.”**

*Bill Gates  
Chairman, Microsoft  
October 15, 1998*

## **Help Lead the Campaign for a Stronger Future**

*Your support for GrassRoots helps to:*

- Build a highly skilled labour force to support future innovation and growth.
- Establish a large ICT skills base in Canada.
- Permanently integrate ICT skills development into K-12 education.



- **Students Against Landmines:** As part of a United Nations initiative, Ottawa students built an award-winning online resource promoting awareness of landmine issues.

*Founding Partner:*

*Major Sponsor:*

**Microsoft®**

**CISCO SYSTEMS**  


# Benefit from Being a Campaign Sponsor

*Your organization can enjoy benefits\* such as:*

- National leadership profile as a member of the SchoolNet GrassRoots Campaign Committee.
- Corporate recognition at national events and in national public awareness activities.
- An enhanced relationship with the education community.
- Title sponsorship of a SchoolNet initiative or a GrassRoots theme project.
- A customized benefits package designed to work for you.
- A tax receipt for your full donation.

*\* The nature and scope of benefits depend on each organization's level of funding commitment.*

## Get Involved!

For more information visit the SchoolNet GrassRoots National Campaign Web site at:  
**[www.schoolnet.ca/grassrootscampaign](http://www.schoolnet.ca/grassrootscampaign)**

You are invited to register on the Web site to receive Campaign information updates and a free subscription to **Connections**, the Campaign's quarterly newsletter.

To speak to someone about GrassRoots, or to receive a Campaign information kit containing details on sponsorship levels and benefits and GrassRoots projects, please call **1-800-575-9200**, or write by e-mail at **schoolnet@ic.gc.ca** or by fax at **(613) 941-1296**.

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