

**WBF**<sup>TM</sup>

**WOMEN BUILDING FUTURES**<sup>®</sup>

**WBF**<sup>TM</sup> VISION

**EMPOWERING**  
WOMEN TO SUCCEED

**INSPIRING**  
POSITIVE ECONOMIC CHANGE

**TRANSFORMING**  
THE FACE OF INDUSTRY





*Choice*



*Opportunity*



*Independence*

## Women



## Indigenous Community



## Industry



## YOU GOT THIS Campaign Results





A woman with dark hair and bangs, wearing a blue firefighter's uniform with reflective yellow and green stripes, stands with her arms crossed. She is positioned in front of a wall of firefighting equipment, including a red fire hose reel on the left and a black fire helmet on the right. The background is a warm, orange-toned wall.

YOU GOT THIS

DONT WAIT FOR YOUR FUTURE.  
**BUILD IT IN THE TRADES.**





## CAMPAIGN OBJECTIVES

- Transform the way women and society view the trades
- Position careers in the trades as a first-choice and lifestyle option for women
- Raise profile of WBF as the training organization to make this happen

## KEY CAMPAIGN STRATEGIES

- Utilize the power of speaking to the “one” person, rather than society at large
- Focus on the opportunity, transformation and aspirations to inspire someone to take the first step
- Ensure WBF is the author and owner of the campaign

# CAMPAIGN AUDIENCES

- Women 25-44
- Influencers such as parents and family, friends, educators and community leaders
- Owners, operators and executives within industry
- Men working on job sites



*I want to achieve more for me and for my family; I just don't know what the opportunity is or how to get there. I'm not sure I'm in a position (family/financial/timing/etc.) to take a risk and change my path.*

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*“That gets me pumped up.  
It says I won’t always be  
afraid...that I can do it.”*

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*Really speaks to me. I am at this stage. I have been raising a family, but now what is the future for me?"*

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**Candice Seckenski**  
**OPERATOR AT ALTASTEEL**

Journeywoman Start Class #73

MY # **W3F** REALTALK

“Do it now. Don't wait, don't hesitate, don't underestimate yourself. Believe that you can accomplish anything and that you deserve whatever life you strive for.”

**WHAT I GAINED**

“KNOWLEDGE”



**Karlayne Bearhead**

**2<sup>ND</sup> YEAR APPRENTICE MILLWRIGHT**

*Journeywoman Start #67*

MY # **W3F** REALTALK

“The biggest challenge is that we're not always as physically strong as the guys at work. But we can still get the job done.”

**WHAT I GAINED**

“TIME WITH FAMILY”





**Helena Joe Nieuwendyk**  
**DRIVER AT CARON TRANSPORT**

Class 1 Driver #1

MY # **W3F** REALTALK

“Never give up! You will fall down at some point but get back up, wipe off the dirt and do it again and again and again! You CAN do this!”

WHAT I GAINED

“INDEPENDENCE”

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