

# WOMEN BUILDING FUTURES®



EMPOWERING WOMEN TO SUCCEED

INSPIRING

POSITIVE ECONOMIC CHANGE

TRANSFORMING
THE FACE OF INDUSTRY





Women are Canada's largest untapped labour resource





#### Women

157% average increase in earned income on first day of hire

9,813 women connecting with WBF 190 WBF graduates

#### **Indigenous Community**

1,157
Indigenous women connecting with WBF

48 Indigenous communities actively engaged 35% of WBF students identify as Indigenous

### **Industry**





#### **YOU GOT THIS Campaign Results**











### **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

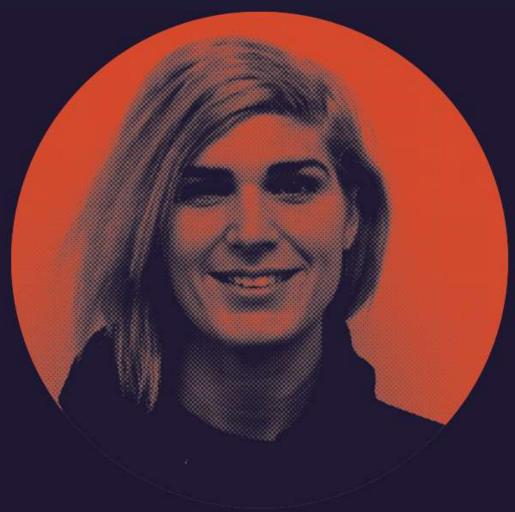
# **CAMPAIGN AUDIENCES**

- 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.

"That gets me pumped up. It says I won't always be afraid...that I can do it." Really speaks to me. I am at this stage. I have been raising a family, but now what is the future for me?"



OPERATOR AT ALTASTEEL

Candice Seckenski

Journeywoman Start Class #73

### MY # WE 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"



### MY # WE 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

# Karlayne Bearhead 2ND YEAR APPRENTICE MILLWRIGHT

Journeywoman Start #67



# MY # WSF 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"

# Helena Joe Nieuwendyk DRIVER AT CARON TRANSPORT

Class 1 Driver #1



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