



REPORT
to THE
COMMUNITY
2018

WBFTM

WOMEN BUILDING FUTURES[®]

20 YEARS LEADS TO A YEAR OF FIRSTS!

On behalf of Women Building Futures, it is an honour to share the stories and successes we experienced during 2018 – accomplishments that aligned with our core mission and continued to add value to the lives of women, industry partners and our communities alike.

This past year we saw almost 200 women change their lives through the economic prosperity and freedom that is associated with our programming. Our graduate and employment rate continued to be above 90% and industry partners were unanimous in their praise of the women they hire.

And who would have thought that after 20 years in business we would still be delivering 'firsts':

- Our first Work Proud Summit challenged us to TRADE PERSPECTIVES as we create the 'tools for change' we need to transform the face of the industry.
- We were honoured that the communities of Whitefish and Anzac supported us as we delivered in-community training for the first time. Ayi ayi!
- The introduction of virtual reality as a training tool has introduced us to many new possibilities and has allowed us to educate the public in a more engaging way.
- We continued to be inspired by our alumni as they shared their stories of success at our first alumni gathering.

These highlights are indicative of what can be accomplished when a cohesive group of stakeholders are driven by passion and purpose. To our stakeholders, thank you for your ongoing support and the contribution to our collective success. We look forward to 2019!



Kathy Kimpton
PRESIDENT & CEO



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Our Purpose

At Women Building Futures, we transform women's lives. Through awareness, training, and opportunity we prepare women for careers leading to **economic** prosperity. Together with our partners, we champion a more inclusive workforce.

WBF respectfully acknowledges that we are located on Treaty 6 territory, a traditional gathering place for diverse Indigenous peoples including the Cree, Blackfoot, Metis, Nakota Sioux, Dene, Ojibway/ Saulteaux/Anishinaabe, Inuit, and many others whose histories, languages, and cultures continue to influence our vibrant community.

Our Commitments

To Women

We are committed to empowering women to achieve economic prosperity. We are committed to providing accessible, quality training to all women and connecting them with career opportunities that will support their goals and have positive impact for those around them. We are committed to championing women's representation in the skilled trades, maintenance and driving industries.

To Industry

We are committed to providing and maintaining industry relevant and recognized training programs that serve the skilled trades, maintenance and driving industries. We are committed to partnering with industry to create stronger, inclusive and diverse workforces for all.

To Stakeholders

We are committed to challenging the status quo, influencing policy and stewarding resources in a responsible manner. We are committed to showing value to our stakeholders and those who support our mission.

To WBF

We are committed to WBF to create a work environment that is rooted in safety, compassion, teamwork, empowerment, trust, courage and sustainability.

ALUMNI SUCCESS

Every woman succeeding in the construction industry paves the way for others to believe in their own ability to succeed. This is one of many stories that demonstrate the impact of our work.

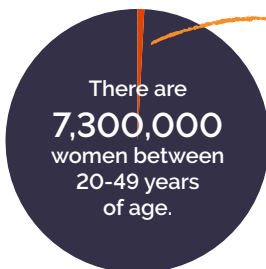
After five years of working as a server and bartender, Melissa made a promise to herself that she would find a career—not just a job. One evening, a friend who worked as a Heavy Equipment Mechanic in Fort McMurray mentioned that women were working in every trade and at every level in Fort McMurray—and earning good money. That comment sparked Melissa's curiosity, and she started looking into what it would take to start a whole new career path.

That's when she found Women Building Futures. After graduating from her program, Melissa made good on the promise she made to herself and began a new career that has helped her combine work with travel.

"I wanted to get my foot in the door of the trades, begin as a heavy equipment operator and eventually move up the ranks to a supervisory/management position. Now, I'm working on major gold mine construction projects in South America. I am literally living my dream, travelling the world, working in a career that I love and being financially independent. It took a lot of hard work and sacrifices to get here. It all started with WBF, and for that I will be forever grateful."



STATE OF WOMEN IN INDUSTRY



1%
of these women would address 28% of the forecasted workforce shortage



If the construction industry were to attract just 1% of women ages 20-49 in Canada, they would bring in 73,000 new workers and address 28% of the forecasted workforce shortage.

(1) BuildForce Canada. Construction & Maintenance Looking Forward National Summary 2019-2028. (Ottawa: BuildForce Canada, 2019), 8.
(2) Statistics Canada. Population by sex and age group, 2018. <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=1710000501> (accessed March 20, 2019).

Our Commitments

To Women

We work to transform the way women and society view the trades, by positioning careers in construction and maintenance as a first-choice option for women. We strive to develop and deliver accessible training options and opportunities for all women to succeed. We are committed to engaging and empowering Indigenous communities to increase awareness of training and career opportunities.

186
WBF
graduates

127%
average increase
in earned income
on first day
of hire

90%
employment
rate, within
6 months of
graduating

34%
of students
identify as
Indigenous

42
Indigenous
communities
actively
engaged

8,044
women
connecting
with WBF

In 2018, we developed an e-Learn platform along with virtual reality and simulator training for students to develop skills outside the typical classroom.



Our Commitments

To Industry

We are a strategic resource by supporting the hiring, retention and advancement of women in the trades, maintenance and driving industries. Our graduates exceed industry standards for safety and productivity on the job. We are committed to partnering with industry to create stronger, inclusive and diverse workforces for all. In 2018, we hosted our first industry conference focused on creating diverse and inclusive workplaces and had nearly 250 industry leaders from across Canada attend.

19
program
sponsors

96%
employers
satisfied with
WBF grads

100%
employers
would
recommend
WBF

In 2018, we hosted our first WBF alumni event with the support of TransCanada.



Our Commitments

To Stakeholders

We continue to challenge the status quo, influence policy and steward resources in a responsible manner. We are committed to showing value to our stakeholders and those who support our mission.

In 2018, WBF was invited to present as a thought leader to 40 events across Canada. We also hosted eight stakeholder events to show our appreciation of stakeholder support and deepen the connection with the communities we serve. These events increase awareness of our organization's mandate but also highlight the positive impacts of inclusive workplaces.

8
stakeholder
events

40
leadership
presentations
across
Canada



In 2018, we committed to increase awareness of our organization across Canada. Our public relations efforts garnered coverage in the media and continued to grow our influence through our social platforms. This awareness has captured the attention of students, supporters, elected officials and change-makers across the country.

61,117
social media
mentions

52
articles about
WBF

70,082
new users to
website

Our Commitments

To WBF

We are committed to create a work environment that is rooted in safety, compassion, teamwork, empowerment, trust, courage and sustainability. We celebrate the efforts of our team through regular social activities and encourage continued learning through Indigenous cultural teachings.

6
cultural
learnings

46%
of employees
are engaged
in professional
learning.



2nd Annual Round Dance. Rennie Houle, ASETS Employment Training Program Manager of Whitefish Lake First Nation (left); Jacqueline Andersen, WBF Director Stakeholder Relations (centre); Sandra Sutter, Aboriginal Partnerships, Tarpon Energy (right).

WBF Hosts Industry to 'TRADE PERSPECTIVES'

**In 2018, we hosted one of the largest,
most impactful events in WBF history.**



**WBF Board Chair,
Angela Armstrong (left)
WBF President & CEO,
Kathy Kimpton (right).**

WORK PROUD Summit was a 2-day conference focused on how to create and sustain a more diverse and inclusive workforce in the construction and trades industry. Kathy Kimpton opened the conference by stating "Conversations will be authentic and focus on the challenges and opportunities—presenting real life situations and best practices so we can keep moving forward." Nearly 250 leaders and influencers from across Canada gathered to tackle topics like: how to attract and keep women in the industry, how to manage workplace harassment, how to build sustainable partnerships with indigenous communities, and how leaders can inspire and influencer change at all levels.

During a keynote presentation, Roberta Jamieson, President & CEO of Indspire reflected on the change and support needed for truth and reconciliation, sharing "There is dramatic change required in the way Canada relates to

Indigenous people...this is not a journey we can do alone". Indspire is a national Indigenous-led registered charity that invests in the education of Indigenous people.

A common thread of the conference was the difference between inclusivity and diversity. The two terms are often thought of as a pair but are not often considered for their individual meaning. "Diversity is being invited to the party, inclusion is being asked to dance" Regina Davis, Supply and Technical Services Manager with Imperial shared in one breakout session.

Many speakers and panelists highlighted the benefits of tapping into a more diverse workforce and stressed the reputational and financial risks of not. Conversations also underlined how it's not only important to tap a wider talent pool but also create a success plan to keep those workers engaged and feeling welcome.

This summit challenged all participants, speakers and attendees, to be comfortable tackling uncomfortable conversations in order to take action and demand significant change in the workplace. Attendees gathered further insight to the importance of adopting more inclusive and diverse practices and tangible takeaways to apply with their teams, in order to create positive change for all.



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WBF CELEBRATES FIRST IN COMMUNITY TRAINING PROGRAM

In Spring 2018, WBF launched Whitefish Lake First Nation Operator Readiness and became the first WBF program to be delivered in community with multiple First Nation communities. Over the last few years, WBF has worked hard to provide accessible services for Indigenous women. "We have heard from the Indigenous women we serve that many of them want to live in their communities. That's why it was really important to us to bring a program into a First Nations community," says Jacqueline Andersen, Director of Stakeholder Relations.



Rennie Houle, Asset Employment Training Program Manager for the community, considered WBF an excellent organization to partner with. "Our population in Whitefish Lake First Nation is 56% women so we were discussing women's programming and WBF had high success rates and employment opportunities," he says. The women in the program were from five local communities: Whitefish Lake, Cold Lake, Saddle Lake, Frog Lake, Kehiwin and Alexander First Nation.

This program will have a significant impact, and not just for the women who completed the training. "This was important to the community because the women are able to get the training and skills they need, the industry is interested in hiring them and the communities get positive role models" says Carla Lamarche, WBF Program Facilitator.

How YOU CAN SUPPORT OUR STUDENTS

Act

- Share our story with people in your network
- Empower and support women in historically under-represented careers
- Follow us on social media and share our message online

Give

- Invest in our students by donating through our website: womenbuildingfutures.com

*Interested
in Supporting
our Mission?*

Connect with us
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