

# 2020 ANNUAL REPORT



WOMEN BUILDING FUTURES®

## LETTER FROM BOARD CHAIR

On behalf of the Board of Directors, I would like to thank the dedicated team at Women Building Futures (WBF) for persevering through an incredibly challenging year. I would also like to thank our community of supportive partners who have continued to show their commitment to our mission of economic prosperity for women.

In this past year, WBF continued to offer critical support services to women in our community. On top of regular programming, WBF responded to the pandemic by offering innovative new program offerings and workshops to ensure women were supported into life-changing employment opportunities.

As our community and the world move through the next stage of recovery, we're confident WBF will play an important role in getting unemployed and underemployed women back to work.

Thank you for your ongoing support of our mission.



**AMANDA ROSYCHUK**  
**BOARD CHAIR**



# LETTER FROM PRESIDENT & CEO

I am proud to present our 2020 annual report and share some insight to the great work achieved while we all navigated the changing landscape of the Covid-19 pandemic.

While we briefly paused our programs to implement important safety measures and policies, we completed a review of our curriculum and moved many elements to online delivery, we transitioned our team to work almost entirely from home, and strategically dedicated time to enhance our operations.

We connected with over 1,800 graduates to check-in and offer support. These connections included offering employment referrals to partners, sharing critical community resources, and simply ensuring graduates knew we had their back.

We carefully considered the disproportionate impacts women across the world were facing with job loss, limited access to childcare, increased family dependent care and more. To support our prospective students, we developed a free readiness program to allow women to explore their interests, refresh their math skills and learn more about careers in construction, driving, operating and more.

We met with various levels of government to emphasize the importance of women's participation in economic recovery and the supports that would be required to ensure equitable opportunity. We developed new partnerships with organizations who are committed to supporting women's economic prosperity and making a difference.

I'd like to extend a massive thank you to the students who put their trust in us, our partners for believing in our mission and for the WBF employees who make it all happen.



**CAROL MOEN, P. ENG.**  
**PRESIDENT & CEO**





## BOARD OF DIRECTORS

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A B O U T



Women Building Futures is a non-profit organization based in Edmonton, Alberta. Our mission is to empower women's economic prosperity by removing barriers and providing industry recognized training in the construction trades, maintenance, transportation industries and more.

Our organization was founded in 1998 by a group of social workers with the shared dream of helping women achieve economic prosperity through trades training and mentorship.

We primarily work with women who are unemployed or underemployed and focus on removing common barriers to financial independence. These barriers include access to affordable housing, academic readiness, access to affordable childcare and more. Over the last 20 years, we've grown to become a trusted name in our focus industries for introductory training and inspiring more women to explore career opportunities in these areas.

We're rooted in social impact and have developed a unique approach that brings value to individual women, communities, and industry.

**Our areas of expertise include:**

- **Awareness & Engagement** - We increase awareness of the opportunities available for women in the maintenance and construction related trades and the driving and operating industries.
- **Safety, Productivity & Skills Training** - We offer industry relevant hands-on programs with a unique focus on academics, safety certifications, financial literacy, physical fitness and productivity.
- **Assessment & Coaching** - We support women through academic assessment and life readiness coaching to ensure they succeed in training and employment.
- **Career Development & Support** - We prepare our students with interview skills training, resume development, and earned employment referrals with industry partners.



Our support services address common barriers to economic prosperity and our training programs prepare women for industry training and work expectations.

## STURDY FOUNDATIONS, FUNCTIONAL PROGRAMS, UNLIMITED UPWARD POTENTIAL.

### JOURNEYWOMAN START

A 12-17 week program that introduces students to different trades and prepares them with technical and hands-on skills training, essential safety awareness and certifications, jobsite visits and workplace readiness. Graduates from this program are ready to succeed as entry-level workers in the construction and maintenance industry.

### PROFESSIONAL CLASS 1 DRIVER

An eight-week program provides students with the essential safety awareness and certification, workplace readiness, technical skills and hands-on training required to obtain their Class 1 license under the new mandatory entry-level training and succeed in the commercial transportation industry. This program is formally endorsed by the Alberta Motor Transportation Association (AMTA).

### DRIVER & OPERATOR (CLASS 3)

A six-week program that prepares students with essential safety awareness and certifications, workplace readiness, industry exposure, theory and driver training to obtain their license and pursue careers as Class 3 Drivers operating equipment such as snowplows, wireline trucks, and hydrovacacs.

### INDUSTRY SPONSORED PROGRAMS

We work directly with industry partners who are seeking custom programs designed to meet their workforce development needs and align with their project timelines. Our training prepares women to enter the internal training and onboarding process with our partners funding the program.

### AFFORDABLE HOUSING

Access to affordable housing can be a significant barrier for many women in their journey to economic prosperity. Our Edmonton training facility includes studio, one-bedroom and two-bedroom suites that are fully furnished and ready to welcome women and their children. Our housing is part of Edmonton's Crime Free Housing program to provide safe and affordable housing to our residents.

### READINESS-BUILDING WORKSHOPS

Our workshops prepare women to apply to our programming by addressing academic barriers and personal readiness. Workshops respond to the needs of participants and may include information about WBF programs; the trades and apprenticeship process; a readiness self-assessment; career exploration; financial literacy learning, resumes and interview preparation; and academic instruction and practice.

BY THE



**24%**

of graduates  
identify as  
Indigenous

**96%**

of industry partners  
who would  
recommend hiring  
a WBF graduate to  
clients or colleagues

**75%**

of graduates  
employed in  
target industries  
within six months  
of graduation\*

**94%**

of grads would  
recommend a WBF  
program to their  
friends & family

**127**

graduates  
in 2020

**4,060**

women connected  
with WBF

**2x**

average increase  
in income for  
graduates

**63**

women and children  
housed in Edmonton  
affordable housing

Financial statements align with our fiscal year and will be published to our website in August 2021, shortly after our annual audit is completed.

\*Lower average than previous years due to economic impacts of Covid-19.



# SUCCESS STORIES



Lola is a graduate of our Professional Class 1 Driver program and has been recognized in her role as a strong mentor for new drivers. Her new career has allowed her to fulfill her dreams and has inspired her daughter to do the same. After Lola completed her program, she inspired her daughter to apply and complete the Journeywoman Start program.

*“Step into the driver's seat, one foot at a time, don't be intimidated. I'm only five foot two. If I can do it anybody can do it. Just go for it.”*

Katelyn's mom is her inspiration for pursuing a career in the construction trades. Katelyn was working as a server and looking for a change, so she applied to the Journeywoman Start program in the fall of 2019. She completed her 17-week program in March 2020 and was immediately hired on the Inter Pipeline Heartland Petrochemical Complex project.

*“My new career has allowed me to just be free. I can get my own apartment now and I can pack up and go on a trip...I don't really have to worry anymore.”*



# SUCCESS STORIES



*"This industry needs more women  
and I want to help change that."*

Keeley graduated from our Journeywoman Start program in 2011 and began her career in welding, eventually finding her way into the field of industrial rope access. In 2020, Keeley was recognized for Top 100 Canada's Most Powerful Women awarded by the Women's Executive Network.

Keeley is a single mother, Red Seal and B pressure welder, rope access supervisor, and an assistant rope access instructor. She is one of only 120 female level 3 rope access techs worldwide.

# SUPPORT PARTNERS

## Legacy Partners

Legacy Partners are our longest standing partners. These partners have contributed to Women Building Futures for 10 years or more and have contributed to the sustainable growth of our organization.

CLAC (Christian Labour Association of Canada)  
 City of Edmonton Family and Community Support Services  
 Government of Alberta  
 Government of Canada  
 Suncor  
 Suncor Energy Foundation

## Cornerstone Partners

Cornerstone Partners have invested a cumulative giving of over \$1 million dollars. These supporters have helped support major projects, expansion of programs and large-scale awareness across Canada.

CLAC (Christian Labour Association of Canada)  
 City of Edmonton Family and Community Support Services  
 Government of Alberta  
 Government of Canada  
 Imperial Oil Ltd.  
 LNG Canada  
 Suncor  
 Suncor Energy Foundation

## Program Partners

Program Partners provide support through investment in our training programs, experiential learning for students, and employment opportunities for alumni.

Badger Daylighting  
 Carmacks  
 Caron Transport  
 CEDA  
 Cummins  
 DFI  
 Diversified Transportation  
 Finning  
 Rosenau Transport  
 SMS Equipment  
 Suncor  
 Syncrude  
 Trimac  
 Watt & Stewart  
 Westcan Bulk

## Growth Partners

Growth Partners support with an annual investment of \$50,000 or more. These supporters have provided valuable support of our mission and in-kind training for the women who attend our programming.

Blakes LLP  
 CLAC (Christian Labour Association of Canada)  
 City of Edmonton Family and Community Support Services  
 CN Rail  
 ConocoPhillips  
 Imperial Oil Ltd.  
 Inter Pipeline  
 Leacross Foundation  
 Pembina  
 Suncor  
 Suncor Energy Foundation  
 Surehire Occupational Testing  
 TC Energy

## Training Partners

These partners provide valuable resources and allow us to deliver training to over 200 women annually.

Alberta Motor Transport Association  
 Grande Prairie Regional College  
 Keyano College  
 Kitimaat Valley Education Society  
 MacEwan University  
 NAIT  
 Norquest College  
 Red Deer College

## Awareness Partners

Awareness Partners support with an annual investment of \$500-\$49,999. These partners have supported career development opportunities for students and boosted awareness of opportunity for women in communities.

Alberta Construction Safety Association  
 Alberta Ironworkers Apprenticeship and Training Plan (Local 720)  
 Alberta Motor Transport Association  
 Bird Construction  
 Brookfield Residential  
 Careers NextGen  
 Chevron  
 CP Rail  
 Cranemasters  
 Edmonton Community Foundation  
 Fluor Constructors Canada Ltd.  
 Graham Construction  
 International Brotherhood of Boilermakers Local 146  
 North West Redwater Partnership/North West Refining  
 PCL Constructors Inc.  
 Petroleum Services Association of Canada  
 Progressive Contractors Association of Canada  
 Spartan Controls

## Donors

Thank you to all Women Building Futures donors. Every gift you make supports women and their families in their journey to economic prosperity.

**For more information or to make a donation, please visit [womenbuildingfutures.com/donate](https://womenbuildingfutures.com/donate).**

**Interested  
in supporting  
our mission?**

**Connect with us.**



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