

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

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

**Annual Report**  
**2024-25**



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Cover:  
WBF alumnus  
Cassia Oddo

## Land Acknowledgment

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We respectfully acknowledge that our main office and training centre are located on Treaty 6 territory, the traditional and ancestral territory of the Nehiyaw (Cree), Denesuliné (Dene), Niitsitapi (Blackfoot), Anishinaabe (Saulteaux) and Nakota Sioux (Stoney) peoples. We also acknowledge that we are located within the Otipemisiwak Métis Government's North Saskatchewan River Territory, Fort Edmonton Métis District 9 of the Métis Nation of Alberta. These are the traditional gathering places for many diverse Indigenous Peoples whose histories, languages and cultures continue to influence our vibrant community.

We also gratefully acknowledge that many of our team members live and work on the traditional and ancestral homelands of Indigenous Peoples and Nations across Turtle Island, each with their own unique traditions, history and culture.

We are committed to strong Indigenous partnerships and relationships based on principles of reconciliation.



# Our Vision and Mission

## Our Mission

To foster economic security for women facing barriers to entry in a workforce where they are traditionally underrepresented.

## What we do

We are a non-profit organization that was founded in Edmonton, Alberta, in 1998. We offer training programs and support services across Alberta, while we explore the opportunities for growth in Ontario. We connect unemployed and underemployed women and gender-diverse individuals with higher-paying careers in trades, trucking and related fields.

We help remove common barriers to financial independence. These barriers include employment training, access to affordable housing, academic and personal readiness, access to affordable childcare and more.

## Our values

**Integrity** is built on respect and trust.

**Health & Safety** is everyone's responsibility.

**Courage** empowers our ingenuity, innovation and sustainable growth.

**Compassion** nurtures inclusion, teamwork and service to others.

# Message from president and board chair

## 2024–25: A year of challenges... and triumphs

**With so much economic uncertainty and instability around the world, 2024–25 was a turbulent year financially for governments, industry, and society. Women Building Futures (WBF) was no exception.**



Carla Madra,  
President and CEO



Landa Richards,  
Board Chair

Despite the fiscal challenges we faced, 243 women and gender-diverse individuals graduated from our pre-apprenticeship and transportation programs. They graduated with skills to begin their pursuit of a new career, but they came away with much more: self-confidence to take control of their lives and achieve economic security for themselves and their families. Watching people reclaim their lives and rise from difficult and unfortunate life circumstances is what drives all of us at WBF and continues to be the basis of support for our partners.

Sharing in their triumphs was even more rewarding in the face of our challenges. Economic headwinds required belt-tightening across the economy, and some funding sources delivered less than anticipated.

WBF's senior leadership rolled up their sleeves and got to work, scrutinizing every aspect of the organization, streamlining and restructuring to provide best value and impact for our explorers, students and alumni, while reducing the organization's exposure to financial risk.

We made the difficult decision to end operations in Saskatchewan. Our work began in the province with a strong corporate partnership and conversations with the Government of Saskatchewan. Although the government is a tremendous supporter of WBF's mission, economic uncertainty prevented the government from committing to the sustainable, multi-year funding that WBF's model requires to provide comprehensive support for women. Economic uncertainty also limited employers' ability to sponsor programs

that help women secure higher-paying jobs in the trades. While no new training programs will be introduced, we remain committed to supporting our Saskatchewan Alumni.

As part of our streamlining efforts, we also adjusted the structure of the Senior Leadership Team, reducing the number of directors from seven to five and realigning portfolios to enhance collaboration, efficiency, and impact. WBF also said goodbye to our President and CEO, Carol Moen, who retired after leading the organization for nearly six years. We thank Carol for her passionate and dedicated leadership.

While it has been a challenging year, it has also been a rewarding one. We have come through it stronger and more committed than ever to our mission. WBF is well-positioned to face the varying challenges that may come our way, while continuing to deliver life-changing programming and support to our clients, who become capable, empowered and eager candidates for industry. We are excited for the upcoming year and continuing to find ways to innovate new pathways for women connecting into sustainable, satisfying and secure employment.

And of course, we offer heartfelt gratitude to WBF's partners in government, industry, post-secondary institutions, and community organizations. They are the cornerstones of our success, and more importantly, the success of those we serve. Thank you for your continued investment and for being a part of the WBF community.

We look forward to working with you in 2025–26, as we help more women and their families find economic security, stability and self-confidence

— Carla Madra, *President and CEO*

— Landa Richards, *Board Chair*

# Our board of directors 2024-25

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Landa Richards  
*Chair*



Bob Masterson  
*Vice Chair*



Lina Cosentino  
*Treasurer*



Lindsay Osmond  
*Secretary*



Danielle Corsaro  
*Director*



Danita Haysom  
*Director*



Jennifer Kluthe  
*Director*



Kelley Cantwell  
*Director*



Lorraine Royer  
*Director*



Randall Benson  
*Director*



Ryan Hastman  
*Director*



Scott Brattly  
*Director*



Tara Matheson  
*Director*

# How we support



**Our clients are unemployed and underemployed women and gender-diverse individuals.**

They come from all walks of life and socio-economic backgrounds: women trying to break the cycle of poverty, parents trying to build a better life for their families, Indigenous women, and new Canadians to name a few.

The common thread is that they are all seeking economic security, stability and self-confidence.

## Classes held in 2024–25

### Journey to Trades – Alberta

**7 classes, 117 graduates**

Journey to Trades (J2T) is our flagship Alberta program. It's free-of-charge for students, thanks to generous funding from the Government of Alberta. Cohorts run 12 to 17 weeks, providing hands-on introductions to various construction trades, including:

- Welding
- Carpentry
- Electrical
- Plumbing
- Millwright
- Steamfitter/pipefitter

**206**

or

**73%**

**Graduates were hired within six months into fields related to their training**

# 243

## Graduates

### Journey to Trades – Saskatchewan

**1 class, 18 graduates**

Our Saskatchewan cohort was generously funded in partnership by the Government of Saskatchewan, Enbridge, Pembina Pipeline Corporation and TC Energy.

### Professional Class 1 Driver

**2 classes, 35 graduates**

This 12-week, full-time program sets graduates on the path to driving commercial trucks with trailers equipped with air brakes. It's free-of-charge to students, thanks to generous funding from the Government of Alberta. The program includes three weeks of full-time classroom training, followed by nine weeks of part-time in-yard and in-vehicle training.

### Professional Class 3 Driver

**2 classes (Edmonton and Calgary), 24 graduates**

This six-week program sets graduates on the path to driving commercial vehicles with three or more axles. It's free-of-charge to students, thanks to generous funding from the Government of Alberta and Industry Partners. In partnership with employers and truck training schools, students are prepared for entry-level driving and operating careers in industries like construction, energy or freight, operating equipment such as hydrovacs, cement trucks or garbage trucks.

### Suncor Haul Truck – Fort McMurray

**1 class, 23 graduates**

This two-week pre-employment program, presented in partnership with Suncor,

prepares students for a career as haul truck operators. It's free-of-charge for students, thanks to generous funding from Suncor. Students receive two weeks of classroom time, followed by a co-op placement in Fort McMurray with Suncor, lasting up to six months.

### Power Engineer Career Accelerator (PECA)

**1 class, 14 graduates**

This two-week online program is for students applying for or accepted into a power engineering program at one of our partner post-secondary institutions throughout Alberta. It's free-of-charge for students, thanks to generous funding from Dow, Inter Pipeline, Keyera and Pembina Pipeline. The program provides basic skills and readiness training, prior to the start of their technical power engineering program. Students can access training for basic safety certifications and can apply for a WBF funded scholarship to cover a portion of their post-secondary tuition.

### Women Ready to Work (WRTW) – Introduction to Steamfitter-Pipefitter/ Electrician – Worley

**1 class, 12 graduates**

This five-week pre-apprenticeship program introduces students to two trades. It's free-of-charge to students, thanks to generous funding from the Government of Alberta and Worley as our Industry Partner engaged for the cohort. The program includes essential safety certifications, hands-on skills, and workplace readiness training.

# 15

Programs held

# 41%

of our graduates were previously unemployed

# 98%

Graduation rate

Who we support

# Maria's story



**Sometimes it's the little things that remind Maria Bradbury how far she has come in 2025.**

"The other day, I was buying deli meat for my kids' lunches when suddenly I got emotional," the 35-year-old bricklaying apprentice said, with a chuckle. "A year ago I couldn't even afford to buy cold cuts."

For years, the single mother of four struggled to make ends meet, working two jobs as a restaurant server. She felt trapped in a cycle of poverty, lacking the confidence to try anything new.

"I've always wanted to try bricklaying. I'm going to stop talking about it and I'm going to do it."

But where to start? Years earlier, Maria had attended an information session put on by Women Building Futures. She went online and applied for the next Journey to Trades program.

She graduated in early 2025 and by spring had landed an apprenticeship as a bricklayer.

"When I started at WBF, I had no experience at all," she recalled. "I didn't have any confidence either, but I kept showing up every day. I took it very seriously; this was my shot at a better life and I was going to give it everything I had."

Maria added, "The support I got from WBF was what got me through the first weeks. It's such a positive, encouraging environment. I'm like a turtle on a fencepost. I got up here, but I didn't do it alone."

Although her journey in the skilled trades has just begun, "I'm doing so much better than I was. And my kids are impressed. My 10-year-old laid some bricks today."



# Julie's story

**In 2017, Julie McCarthy was working the front desk of an Edmonton hotel.**

"We were struggling financially. I wasn't making enough to cover our bills," she recalled.

Her husband Brian, a trucker, encouraged Julie to consider getting into the transportation industry. "I was interested, but the thought of going into debt to pay for training and licensing was just too scary."

Then Brian came across Women Building Futures, which offers Class 1 driver training free-of-charge. Julie took the plunge and in 2018 landed her first job with a trucking company at the tender age of 43.

In the beginning it wasn't easy. "I will not lie. I was on the phone with my husband in tears almost every night."

Julie persevered, and soon everything turned around. "Over the years I have made

lifelong friendships and have gained a lot of knowledge."

Sadly, Brian passed away earlier this year. "He was so excited and relieved when I got my Class 1 because he knew if anything happened to him, I would be able to look after myself financially."

She is now one of her employer's go-to drivers to haul big loads to the far north. "Some of the drivers call me Momma."

When she talks to new drivers, or people considering getting into the industry, she advises: "Nothing gets handed to you. You have to apply yourself to the training and then the job, but if you're willing to put in the work, the money is out there."

Julie added, "If I didn't have WBF's Class 1 driver training, I wouldn't be a homeowner with a crafting problem."



Who we support

# Shae's story

**It was Shae Roy's first day on the job at a trucking outfit after graduating from WBF's Class 3 Driver program.**

"My new boss looked at me and said, 'you know, I don't hire women. I don't think you're going to last, but we'll try you out.'"

Three years later, Shae was the company's number one driver. "I started off on the vacuum truck. They taught me water truck and I moved up to a combo unit. Once I learned all that, I got bored and wanted more. They gave me a shot at being field safety advisor."

Needless to say, Shae proved her worth to the boss. "He actually became like family to me," she said with a chuckle.

Her male coworkers were always encouraging and respectful. "The biggest thing they said was, 'you want to learn and you're there to put in the work.'"

Attitude, Shae said, has been the key to her success. "It was a lot of hard work, but if you show you're willing to put in the time and effort, you will succeed."

Now 28, she has since moved on to another trucking company and has become the health and safety manager.

She credits WBF for getting her on the path to a new career and instilling the importance of workplace safety.

"One hundred per cent. WBF gave me the guidance and tools and the resources to get my foot in the door, and now I'm doing something that fits me perfectly."

# Judine's story

**Judine Duckett-Brooks always wanted to be a tradesperson. As a high school student in Jamaica, she learned plumbing.**

"I was the only girl in a class of 30," she recalled.

At 21, Judine emigrated to Canada. "In Toronto I tried to get into the trades, but nobody was hiring."

She had heard that there were more opportunities in Alberta, so she moved to Edmonton and got a job operating a forklift. Judine still dreamed of becoming a journeyman in a skilled trade.

She got in touch with WBF and was accepted into the Journey to Trades program, which introduces students to a variety of trades.

After she graduated, WBF's Alumni and Career Services team helped her prepare her resume and get ready for interviews.

"I had a few interviews for plumbing apprenticeships but didn't get any offers. WBF kept supporting me," Judine said. "Then they told me about a company that was looking for pipefitters, and I decided to give it a try."

Judine is now a fourth-year apprentice pipefitter, and she couldn't be happier. "I'm making good money and taking care of my family. My five-year-old wanted a pink drill set for Christmas. When it's career day at school, she's going to dress up as me."

Judine is proud of what she is accomplishing with the support of WBF. "WBF made sure I was ready for anything. Whatever way they can help, they will. They elevate you."





# Akeisha's story

Akeisha Richards was a shift worker before she ever became an apprentice power engineer.

**"I was running a day home for the children of shift workers here in Fort McMurray.**

They have a lot of issues getting childcare early in the morning or at night, so was helping fill that need," she explained. "But as my own kids got to school age, I realized it wasn't going to work for my family."

Akeisha started researching career options online. That's when she found Women Building Futures.

"I actually applied first for the Heavy Equipment Technician program, but didn't quite make it in," she recalled. "I was discouraged, but I didn't give up."

Akeisha discovered the power engineering program at Keyano College in Fort Mac and was accepted.

"I was doing the program (online), but I was also pregnant with my third child and it was really difficult, juggling all my responsibilities with my day home and my own kids."

WBF staff kept in touch with her and let Akeisha know about the Power Engineer Career Accelerator (PECA). The two-week program provides basic skills and readiness training before the power engineering program starts. In addition to the two-week training, students can take free basic safety certifications.

WBF also provided tutoring for Akeisha, who often had to do her studies late at night after her family was taken care of.

She and her fellow PECA students have remained in touch throughout their apprenticeships, providing help and support to each other.

"Women Building Futures really supports you, no matter what your circumstances are," Akeisha said.

And now, her 21-year-old daughter, Jamiela, is following in her footsteps. Mother and daughter now work together on the same site.

Akeisha acknowledges that WBF gave her the support to achieve her goals.

"This job has put me in a position where I can take care of my family. WBF helped me get here, and they continue providing me with support."



WBF partnered with Cross Canada Millwright Ltd. of Leduc, Alberta to open a new millwright shop in our Edmonton Training Centre. CCM, a national leader in the industry that is committed to empowering women in the skilled trades, supported this project with a generous financial donation for the set-up and implementation of the workshop and course curriculum, along with gathering donations of equipment. Cross Canada vice president Trevor Vilneff, picture here, gets a tour of the lab, which opened in December 2024.



Students in our Journey To Trades program got to experience a day in the life of a bricklayer, thanks to our partners at the Bricklayers and Allied Craftworkers Local 1 Alberta.

# Ontario

After laying the groundwork by building awareness of WBF and establishing solid relationships with partners in Sarnia-Lambton, in April 2025 WBF announced our first-ever training program in Ontario was open for applications.

The 16-week, Women Ready to Work in Automotive program will offer eight weeks of class time, followed by two, four-week paid placements, one learning about maintenance and repairs of cars and light trucks, the other learning about working on heavy-duty equipment like large trucks and tractors. Eight women will be selected to join the program in summer 2025, with an eye on a brighter future.

WBF's Ontario team is continuing to build on this momentum, working with new partners in government, industry and the post-secondary sectors to build relationships and raise public awareness of WBF in the community.

Over the year, the team hosted 94 workshops and coaching sessions (in-person and virtual), which were attended by 237 women interested in the trades.

# Surrounded by support

Meet some of the WBF team members who support our clients before, during and after they enter our programming.



**1,703**

the number of times readiness supports were accessed

## Susana — Readiness

**Susana Vela knows what it's like to struggle. But she also knows the sheer joy of overcoming adversity.**

"When I see these women struggling, I see a part of myself," Susana said.

Susana is WBF's Employment Readiness Lead. She works with clients who want to enter WBF's training programs but need extra support to be ready.

She understands what many are going through. Susana faced many of the same challenges. When she came to Canada all alone from Guatemala at age 21, she knew next to no English. Her qualifications as a teacher were not recognized here. At one point she was raising her children on her own.

"I understand how hard it is to have barriers like this," she said. "That's why I have a passion for working with women."

She recalled one student who had to withdraw due to mental health issues. Susana then worked with her to develop a plan to manage her anxiety and stress and helped her access the right support.

Months later, the woman was accepted into another WBF training program, but this time she graduated with flying colours and landed a job as a labourer, with the hope of becoming an apprentice. She later wrote to Susana, calling her "my biggest supporter."

Other clients need help overcoming language barriers, finding childcare, or even addiction treatment. Sometimes they need support to learn basic life skills, like household budgeting.

"When they break through and succeed, there's no price you can put on it. To see them smiling and confident when they complete our programs, it's like a flower opening up."

## Ceanne Lee's job is to break things. And she loves her work.

"Our goal as program facilitators," Ceanne says with a cheeky grin, "is to knock down barriers so our students can focus on learning and keep the background noise of life at a minimum."

Ceanne and the Training and Development team work with WBF's students to ensure they have whatever support they need to stay focused on their training.

"No two days are the same, and it's so rewarding to see the students' confidence grow each day."

Every student who comes through our doors is unique, with their own dreams, ambitions, needs and challenges to overcome.

"We're with them through every step of their training," Ceanne explained. "If they need services like childcare, we work with them to access those services. Sometimes it's talking through certain aspects of our programming or helping them develop daily routines so they can get to class on time or not be distracted by things like worrying about having dinner ready that evening. The facilitator wears a lot of hats."

"It's all about developing relationships and earning trust with the students," she explained. "We're here to help them succeed. It's not our job to change them, but to help them find and stay on a path forward."

Sometimes, Ceanne is surprised by the impact she has made on a student. "One student told me that before she met me, she'd never seen a woman of colour in a leadership position, and that changed her whole conception of what she could achieve."

Smiling broadly, Ceanne added, "being able to see the ripple effects, how WBF is helping change lives, is so rewarding."

# Ceanne — Training & Development



## 187

or

## 77%

**Graduates who needed  
financial support from our  
Student Impact Fund**

# Danielle— Alumni Services



**Over her years in WBF's Alumni and Career Services department, Danielle Holland has helped hundreds – and quite possibly thousands – of WBF graduates grow and flourish in their careers.**

“When you come through WBF, you become part of the family,” Danielle explained.

Once a student graduates from a WBF program, the alumni and career services team is available to work with them.

“We do regular check-ins at one, three, six and 12 months to see how they’re doing, and see if we can provide any further support,” she said. “We’re here for whatever they might need, whether they’ve just had a bad day on the job and need to talk it over, or they need to connect with more skills training, or need to find a new job. Some alumni stay in touch with us for years.”

Team members regularly help alumni polish their resumes, give them mock job interviews and can give referrals to prospective employers. They also organize mixer events, where alumni can network with industry.

Recently, a WBF alum contacted Danielle after getting laid off.

“She was in a bind. As a single parent, she couldn’t work nights, and shift work was pretty standard in her trade. I told her that I’d check our network of employer partners and see if there were any openings that fit her needs.

“I just started cold calling companies and found one that was interested in meeting her. Within seven hours of losing her job, we helped her find another one... and it paid better than her last job.”

Each success, Danielle said, “is a reminder of why WBF matters. I love to witness the transformation of our alumni. We get to see their confidence building as they move through their careers.”

# Program spotlight:

## Power Engineering Career Accelerator

It has been said that power engineers keep modern society running.

They are critical to industries like energy, pulp and paper and power generation. Large institutions like colleges and hospitals could not function without them.

Even hotels and breweries need power engineers to stay in business.

There are nearly 7,000 certified power engineers working in Alberta, operating and maintaining equipment like boilers, turbines and generators.

Power engineers play a vital role across industries, and demand for their expertise continues to grow. That is why WBF is working closely with our industry and post-secondary partners to help women and gender-diverse individuals get extra preparation to pursue power engineer training.

WBF offers the Power Engineer Career Accelerator (PECA) training, a free, online program for students applying to or accepted into a power engineering program at one of our five partner post-secondary institutions – Portage College, Keyano College, Lakeland College, NAIT and SAIT.

The two-week online PECA program gives students financial support and a foundation of knowledge before they start a power engineering program, helping them prepare with training such as standard first aid, confined space training, best practices, and drawing and blueprint reading.

The program is generously supported by industry partners Dow, Inter Pipeline, Keyera and Pembina Pipeline. They provide generous



financial support and give students hands-on training at their facilities (known as “steam time”), which is an essential part of the power engineering certification process.

“Our partners power PECA,” said Carla Madra, WBF’s president and CEO. “Their generous support makes it possible for us to help women gain access into a fascinating and sustainable career path and open doors for incredible opportunities for them. It also connects our partners with opportunities to broaden the talent pool, which is good for them and the economy as a whole.”

“Inter Pipeline is proud to support the Power Engineer Career Accelerator program and the work WBF is doing to advance equity in the skilled trades,” said Kristen Simpson, SVP and Chief Legal, People and Sustainability Officer, Inter Pipeline. “Women and others served by WBF continue to be underrepresented in construction and operations industries, and this initiative is a meaningful way to help change that. It’s about creating access to rewarding careers and reflects Inter Pipeline’s commitment to building a more diverse and inclusive industry.”

*WBF Alumnus Akeisha Richards, left, trained in power engineering at Keyano College after taking PECA. Her daughter, Jameila, right, is now following in her footsteps. “This job has put me in a position where I can take care of my family,” she said. “WBF helped me get here, and they continue providing me with support.”*

# Partner spotlight:

## Worley



*Worley's Maja Dzambas speaks to a WBF graduating class in October 2024. Worley generously sponsored the Women Ready to Work - Introduction to Steamfitter/Pipefitter and Electrician cohort.*

### The term “champions of change” couldn’t be a more fitting descriptor for Worley.

Worley Canada Construction is a leader in the energy, chemicals and resource sectors in Western Canada. One of the cornerstones of its success is an unwavering dedication to the safety, health and wellbeing of its employees around the world.

Building an inclusive culture is a top priority. Worley is actively increasing the proportion of women in senior leadership positions. In fact, in the last fiscal year, 54 per cent of the new graduates hired at Worley were women.

The company is committed to reconciliation with Indigenous peoples wherever it does business, engaging with Indigenous communities and groups to understand their

needs, while also focusing on demonstrating responsible stewardship of land and water.

It has established networks for staff who identify as LGBTQ2S+, women, neurodivergent, have physical disabilities or are racialized, so they can connect and advocate.

Worley’s values align perfectly with WBF’s mission to foster economic security for women facing barriers to entry in a workforce where they are traditionally underrepresented.

Worley and WBF have created a powerful partnership, working together since 2021 to break down barriers and provide those we serve with the skills and confidence to enter the skilled trades.

The corporation supports WBF’s mission in a myriad of ways, from sponsoring training cohorts, hiring Alumni, providing speakers to inform and inspire our students, and being an Employer of Choice. Over 50 women have graduated and been hired into apprentice positions from Worley/WBF Women Ready to Work programs since 2022.

“Worley is a wonderful partner,” said WBF president and CEO Carla Madra. “This is a global company that takes pride in building strong communities wherever it operates, and creating inclusive workplaces is a big part of who they are. We couldn’t be more proud to call Worley one of our strongest partners.”

“Worley is proud to be a partner with Women Building Futures. We are driven by our purpose to build a more sustainable world and our commitment to a diverse workforce and supporting our community reflects that purpose.”, said Timothy Burnham, Senior Vice President, Worley Canada.

# Our partners 2024-25

## Legacy Partners

### (Given 10+ Consecutive Yrs)

Chevron Canada Limited  
Suncor Energy Foundation

### (Given over 10+ Yrs)

AECOM  
Leacross Foundation  
SureHire

## Cornerstone Partners

### (Invested \$1M+) - Cumulatively

Advanced Education (GoA)  
BHP Billiton  
Employment and Social  
Development Canada (GoC)  
Human Services (GOA)  
Imperial Oil Foundation  
Inter Pipeline Ltd. (IPL)  
Leacross Foundation  
LNG Canada Development Inc  
The Native Women's  
Association of Canada  
Pembina Pipeline  
Suncor Energy Foundation  
SureHire  
Syncrude Canada Ltd  
Western Economic  
Diversification (GoC)

## Growth Partners

### (Invested \$50K+) - Annually

Advanced Education (GoA)  
Aecon Group Inc  
Alberta Skilled Trades  
& Professions  
Association of Calgary Women  
in Energy  
Canadian Women in Energy  
(CWIE)  
Cenovus Energy  
Dow Chemical Canada  
Employment and Social  
Development Canada (GoC)

Fanshawe College  
Government of Ontario (GoO)  
Government of Saskatchewan  
(GoS)  
Pathways Alliance  
Pembina Pipeline  
Syncrude Canada Ltd  
WorleyCord LP

## Awareness Partners

### (Invested \$500 - \$49,999) - Annually

AFD Petroleum  
BBA Inc (formerly Breton,  
Banville & Associates)  
Business Council of British  
Columbia  
Canada Safety Council  
CertainTeed Canada Inc  
Charities Aid Foundation  
of Canada  
City of Calgary - Fleet  
Maintenance  
City of St. Albert  
ConocoPhillips  
Dolce Magazine Publishing Inc  
Frank & Jean Weichman  
Cinders Fund  
JudyLynn Archer Fund  
Keyera Corp  
Loblaw Transport  
PCL Construction  
RBC Foundation  
Saint-Gobain (CertainTeed)  
Sherritt International  
Corporation  
TC Energy  
Trican Well Service Ltd  
United Way  
Western Canada Fire  
and First Aid  
Wolf Midstream  
Women Building Futures Fund  
WorleyCord LP

(The following are individuals  
who have given within the same  
parameters as our Awareness  
Partners)

Hengeveld, Carmen  
McHarg, Amy  
Sprott, Jaret  
Shell Company Card,  
Anonymous Donation

## Program Partners

Bird Construction  
Cenovus Energy  
City of Calgary - Fleet  
Maintenance  
City of St. Albert  
Dolce Magazine Publishing Inc  
Dow Chemical Canada  
Enbridge  
Inter Pipeline Ltd.  
Jardeg Construction  
Services Ltd.  
Keyera Corp  
Liebherr-Canada Ltd.  
Loblaw Transport  
Pembina Pipeline  
RBC Foundation  
Syncrude Canada Ltd  
TC Energy  
Trican Well Services Ltd.  
Western Canada Fire  
and First Aid  
WorleyCord LP

# Workforce Inclusion



The Workforce Inclusion team provides expertise to WBF's Industry Partners to cultivate welcoming workplaces for WBF Alumni. Here are some of our key initiatives:

**27**

New Employer of Choice (EOC) partners

**75**

Total EOC partners in AB and SK, a 61% net increase from last year

## Employer of Choice

Employer of Choice is a membership program that recognizes our employer partners' commitment to inclusion in the workplace and to support their ongoing efforts to provide safe and equitable work environments.

## Community of Practice

To date, we've proudly hosted 10 dynamic EOC Community of Practice meetings—each designed to spark meaningful dialogue, foster learning, and accelerate inclusivity across our member organizations.

Held quarterly, these sessions offer a unique space for members to come together, share insights from their journeys, and collaborate on real-world solutions to common challenges. Member organizations are not only eager to participate, they're excited to showcase the impactful initiatives they've implemented and to inspire others within the EOC network.

# 33%

of students who found employment within six months of graduating were hired by EOC partners

## Work Proud

Work Proud inclusivity training provides a powerful catalyst for organizations committed to building truly inclusive workplaces.

Covering a wide range of essential topics—from the foundations of diversity and inclusion, to the impact of unconscious bias on physical and psychological safety, to inclusive language and allyship—Work Proud helps participants shift mindsets and spark meaningful change.

Organizations consistently identify this training as a key driver of cultural transformation, empowering their people to lead with empathy, challenge assumptions, and champion equity in everyday interactions.

## What EOC members are saying

**“Being recognized as an Employer of Choice isn’t just a badge for Sysco, it’s a commitment to building a future where everyone belongs. Through Women Building Futures, we’ve gained access to training, insights, and a community of employers who share our values. It’s helped us access a new talent pipeline and strengthened our culture.”**

— Carmen Singh,  
Vice-President,  
Human Resources, Sysco

**“Being recognized as an Employer of Choice has allowed STEP to engage directly with talented graduates from WBF programs and address critical staffing needs. We have already welcomed one highly skilled WBF alumnus to our team, and three others recently graduated from our MELT Class 1 Driver Training Program. The designation also helps us support diversity in the skilled trades and contribute to workforce development initiatives. In addition, WBF’s Community of Practice events have provided valuable opportunities for our team to engage with peers outside the oil and gas industry who are navigating similar cultural, and change management challenges. The ability to share experiences and learn from others has been invaluable.”**

— Christine Crawford,  
Vice-President, Sustainability and  
Communications,  
STEP Energy Services

**“Women Building Futures has a variety of teams that provide support to industry partners. We have had many thoughtful conversations with their alumni support team, their industry relations team, and their workforce inclusion team. Collectively, they have a lot to offer industry and their Employers of Choice.**

**As an Employer of Choice, you will have opportunities to further the work of inclusion and diversity on a personal, corporate, and industry level. It takes the effort of many to make big changes, and your presence is needed.”**

— Chantal Ounsworth,  
Senior Manager, Employee Engagement,  
Ledcor Industries Inc.

# Companies Recognized as EOCs in 2024-25

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Acclaimed! Heating, Cooling & Furnace Cleaning	Kamwin Electric Ltd
AFD Petroleum Ltd	Kiewit Management Co.
Amrize Canada Inc (prev. Lafarge Canada Inc)	Komatsu Mining Corp. (Joy Global)
Aspen Installs	Kuby Renewable Energy Ltd.
ATCO Group	Landform Inc.
Badger Daylighting	Ledcor Group
Baker Hughes	Liebherr-Canada Ltd.
Barnhart	Loblaw Transport
Bison Transport	Magnum Cementing Services Operations Ltd.
Bluewater Group	Matrix HR
Bradken	MEGlobal
Breck Construction	Mondi Hinton Inc (previously Hinton Pulp - West Fraser)
Brock Canada Inc	North American Construction Group (NACG)
Cairo Development Ltd.	North West Redwater Partnership, Sturgeon Refinery (NWRP)
Caron Transportation Systems	Parkland Corporation
CDN Controls	PCL Construction
Cenovus Energy	Precision Drilling Corporation
Chemco	Promise Robotics
City of Calgary	PTW Energy Services
Clark Builders	Rising Edge Group
CN Rail; Intermodal	Saint-Gobain (CertainTeed)
Colas Western Canada Inc.	Sanjel Energy Services Inc.
CPKC (Canadian Pacific Rail)	Seletech Electrical Enterprises Ltd.
Cross Canada Millwright (CCM)	Sherritt International Corporation
Cummins Inc.	Site Resource Group Inc. (Previously Centurion)
Daveta Energy	Spartan Controls Ltd.
Deford Contracting Inc	STEP Energy Services
Elevate Energy Corp. (previously True North Solutions)	Strike Group Limited Partnership
Enbridge	Surepoint
Encore Trucking	Sysco
Enerflex Ltd	TC Energy
Finning	Trail Building Supplies
Fluor Canada Ltd.	Trican Well Service Ltd.
Government of Alberta, Public Service Commission	Velocity Truck Center
Innoflo Solutions Inc. (Previously Fireball Equipment Ltd)	Waiward Industrial
Integral Energy Services Ltd.	Wajax
Inter Pipeline Ltd. (IPL)	Watt & Stewart Commodities
Jardeg Construction Services Ltd.	Worley LP
JATEC Electric Ltd.	
KAG Canada (Westcan Bulk Transport)	

# Donor Spotlight:

## Pembina Pipeline Corp.

**On March 8, 2025, organizations and individuals around the globe were celebrating International Women’s Day.**

IWD’s theme for 2025 was “Accelerate Action,” with one of the primary calls to action to “forge women’s economic empowerment.” In Alberta, Pembina Pipeline Corporation (Pembina) marked the day by putting those words into immediate action, announcing a commitment of \$1.55 million over three years to WBF. This funding will support women through a variety of WBF’s initiatives and programs.

“Partners like Pembina are the lifeblood of WBF. They are deeply committed to helping women find pathways into the skilled trades,” said Carla Madra, WBF’s president and CEO. “Through its generous support of WBF, Pembina will have legacy impact on the lives of hundreds of women and their families. Pembina walks the talk.”

Sean Wilson, Vice President, External Affairs explained, “Partnerships like the one between Pembina and WBF are vital to driving meaningful change in our communities. Our long-term investment opens doors to exciting careers in the skilled trades while helping to remove barriers, increase earning potential, and build economic resiliency. We’re proud to be part of fostering a stronger, more inclusive future.”

Since 2019, Pembina has supported WBF to the tune of \$1.9 million and committed an additional \$500,000 in 2026. The corporation has invested in daily operations with core mission funding, has supported our work in Indigenous Engagement and Inclusion, and has made program-specific contributions, including in the Power Engineering Career Accelerator and Journey to Trades programs.

On top of that, Pembina has funded student awards and contributed to our Student Impact Fund, which provides financial support to students who need help with daily expenses like rent and groceries, allowing them to focus on learning.

Donors and partners like Pembina are not just supporting our organization, they’re investing in the future. Together, we’re equipping women and gender-diverse individuals with the tools, skills, and resilience they need to succeed, and helping increase the talent pool for employers to hire the best workers.

# Spotlight:

## Edmonton Community Foundation

**“I want to pay it forward to other women who are going to go out on a limb and try something completely different.”**

With those simple words in 2017, JudyLynn Archer launched an endowment fund for Women Building Futures, the organization she helped found two decades earlier. The fund provides foundational core funding to WBF, which allows the team to drive our mission to create positive economic change for women and gender-diverse individuals.

It is one of two endowment funds supporting WBF’s mission, both managed by the Edmonton Community Foundation—the city’s largest non-government funder. ECF also administers our Women Building Futures Fund. ECF are experts at managing endowment funds. In 2024 alone, they granted \$35.5 million to more than 1,000 charities and students across Edmonton and beyond. Since 1989, ECF has granted more than \$439 million to communities.

“We are so grateful for our partnership with the Edmonton Community Foundation,” said Women Building Futures’ CEO Carla Madra. “Their careful stewardship of our endowment funds has generated hundreds of thousands of dollars in direct support for the women and families we serve—creating lasting impact in our community.”

“Women Building Futures exemplifies how endowment can create lasting impact,” said Noel Xavier, ECF’s Vice President, Philanthropy

and Donor Engagement. “JudyLynn’s vision continues to grow year after year — providing stability, opportunity, and hope for women and gender-diverse individuals building new futures. We’re honoured to help ensure that legacy endures for generations to come.”

The JudyLynn Archer Fund began with a \$100,000 donation from JudyLynn herself. At the time, she said she was honouring the memory of her great-aunt Bertha McCarren who told her, “You can do anything you set your mind to.”

JudyLynn told the media that throughout her time at WBF, “I witnessed miracles that women achieved when they put their minds to it. I learned that what my great aunt had said was, in fact, true. This endowment fund is my way of honouring her by paying it forward.”

You can help make miracles happen by donating to Women Building Futures. Together, we will break down barriers to financial independence and build a more inclusive, resilient workforce.

**As a supporter of WBF**, you can give a one-time gift or set up recurring monthly donations. Annual donations exceeding \$25 that meet eligibility requirements will be issued a charitable tax receipt. To learn more about how you can support our life-changing work, go to [womenbuildingfutures.ca](https://womenbuildingfutures.ca) and click on the “Ways to Support”

# Working toward reconciliation

**WBF offers support and coaching for Indigenous women and gender-diverse individuals to explore new career paths.**

WBF is committed to working with Indigenous communities and organizations to foster greater understanding and respect for Indigenous culture and practices. Here are some highlights of the work we did in 2024–25.

- **Truth and Reconciliation Pipe Ceremony:** Led by Elder Fernie Marty and Knowledge Keeper Verna Fisher, WBF hosted a sacred Pipe Ceremony at the TC in September 2024 to honour the children who never returned home, and survivors of residential schools, as well as their families.
- **Sixth Annual Round Dance:** In March 2025, WBF collaborated with the Bent Arrow Traditional Healing Society to host a community round dance in Edmonton. Hundreds attended and giving back to the community through these commitments is a great opportunity for community partnerships and engagement.
- **Moosehide Campaign Day:** As part of our ongoing commitment to reconciliation and ending gender-base violence, WBF staff organized the annual Moosehide Campaign Walk in Calgary in May 2025.
- **Medicine Picking:** WBF staff have the opportunity to pick medicine and learn about its importance with Indigenous knowledge keepers



*Round dance, hosted in partnership with the Bent Arrow Traditional Healing Society*



- **Ribbon Skirt Workshop:** WBF hosted offered staff and other participants a hands-on opportunity to make a traditional Indigenous ribbon skirt, and learn about its cultural significance.
- **Circles Program:** WBF worked with the Southwest Ontario Indigenous organization to provide twice-monthly mentorship and job readiness training.

**41**  
or  
**17%**

**of our graduates were Indigenous**

**38%**  
**of our housing residents were Indigenous**

## Report of the Independent Auditor on the Summary Financial Statements



To the Members of Women Building Futures Society:

### Opinion

The summary financial statements, which comprise the summary statement of financial position as at June 30, 2025, and the summary statements of operations for the year then ended, and related note, are derived from the audited financial statements of Women Building Futures Society (the "Society") for the year ended June 30, 2025.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, on the basis described in the Note to the summary financial statements.

### Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon. The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

### The Audited Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the audited financial statements in our report dated .

### Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements on the basis described in the Note to the summary financial statements.

### Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards (CAS) 810, Engagements to Report on Summary Financial Statements.

Edmonton, Alberta

September 25, 2025

**MNP LLP**

Chartered Professional Accountants

MNP LLP  
10235 101st N.W., Suite 1700, Edmonton AB, T5J 3G1

1.800.661.7778 T: 780.451.4406 F: 780.454.1908



MNP.ca

## Women Building Futures Society Statement of Financial Position

*As at June 30, 2025*

	2025	2024
<b>Assets</b>		
Current assets	9,243,973	10,050,256
Capital assets	4,431,077	4,735,905
	<b>13,675,050</b>	<b>14,786,161</b>
<b>Liabilities</b>		
Accounts payable and accrued liabilities	595,805	1,031,510
Deferred contributions	5,050,628	5,153,266
Deferred revenue	833,596	1,084,457
Deferred capital contributions	3,021,268	3,428,292
	<b>9,501,297</b>	<b>10,697,525</b>
<b>Net Assets</b>	<b>4,173,753</b>	<b>4,088,636</b>
	<b>13,675,050</b>	<b>14,786,161</b>

## Statement of Operations

*For the year ended June 30, 2025*

	2025	2024
<b>Revenue</b>		
Grants	5,904,599	6,440,902
Tuition	3,766,968	4,876,370
Sponsorship	608,162	852,034
Rental income	372,843	325,075
Interest income	316,190	472,639
Donations and casino	119,079	148,949
Memberships	81,349	169,500
Other	6,791	27,090
	<b>11,175,981</b>	<b>13,312,559</b>
<b>Expenses</b>		
Salaries and benefits	7,147,427	7,274,014
General and administrative	1,570,456	2,037,287
Program expenses	1,533,942	2,326,039
Marketing and advertising	619,476	1,252,732
Building expenses	111,201	105,807
Interest and bank charges	11,363	12,909
Bad debts	7,543	12,254
	<b>11,001,408</b>	<b>13,021,042</b>
<b>Excess of revenue over expenses before other items</b>	<b>174,573</b>	<b>291,517</b>
<b>Other items</b>	<b>(89,456)</b>	<b>(89,654)</b>
<b>Excess of revenue over expenses</b>	<b>85,117</b>	<b>201,863</b>

This is a summary version of Women Building Futures Society's financial statements. The full Women Building Futures Society's June 30, 2025 Financial Statements are available on our website at [www.womenbuildingfutures.ca](http://www.womenbuildingfutures.ca)

Approved on behalf of the Board

*signed by "Landa Richards"*  
\_\_\_\_\_  
Director

*signed by "Lina Cosentino"*  
\_\_\_\_\_  
Director

## Contact Us

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Métis District

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Anishinabek of the Three Fires  
Confederacy and Treaty 29,  
the Huron Tract Purchase

[www.womenbuildingfutures.ca](http://www.womenbuildingfutures.ca)



Scan for ways to help us  
deliver on our mission of  
economic security for  
women.



WBF alumna  
Natalie Bak