

2022 – 2025

Strategy

WBFTM WOMEN BUILDING FUTURES[®]



About Us

We are a non-profit organization based in Edmonton, Alberta. We offer programs and support services to help unemployed and underemployed women explore and connect to careers that pay above a living wage. Careers that not only support their own security but often that of their children.

We help remove common barriers to financial independence. These barriers include employment training, access to affordable housing, academic readiness, access to affordable childcare and more. Over the last 24 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.



Message from the President & CEO

Over 24 years, Women Building Futures has made an incredible impact in communities across Alberta.

From helping women realize their potential through career exploration and barrier removal to connecting women with life-changing employment, we've helped ensure brighter futures for thousands of families. None of this would have been possible without the support of our partners and the passion of our people.

Over the next three years, we have great plans to build on the momentum by expanding our programs in our home province and to locations outside of Alberta.

For our graduates, employment is one very important piece of the puzzle but building the confidence is something they bring with them throughout their career and life.

We hope you'll join us in our journey to show everyone that when you lift the potential of a woman, you lift the potential of her community as well.

Thank you,

Carol Moen
President & CEO
Women Building Futures





Our Mission & Purpose

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

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

Our Strategy

To grow our impact by connecting more women to opportunity through values-aligned partnerships and a sustainable funding strategy that supports our core mission.

Five Areas of Strategic Intention

1. Our People
2. Our Clients
3. Our Partners
4. Our Programming
5. Our Funding



A photograph of a concrete sidewalk with several long, dark shadows of people cast across it, suggesting a sunny day. The shadows are cast from the left side of the frame towards the right. The background is a light-colored concrete surface with some visible texture and a few small dark spots.

Our People

Activate our mission inwards

Invest in and support the hiring, professional development, career pathing and well-being of our staff.

Strengthen our culture

Intentionally build our organizational culture to encompass and reflect our values and embrace innovation.

Embrace diversity, equity and inclusion

Fully integrate diversity, equity and inclusion best practices into WBF's Board and Operations.

Our Clients

Enhance support to our clients

Ensure women exploring opportunity with Women Building Futures are offered a path forward through connection, development, or referral.

Build our reputation

Position Women Building Futures in the minds of target clients as a place of opportunity.



Our Partners

Establish our role in advocacy

Define and implement our strategy for advocating for women's economic security and equal participation in the workplace.

Expand employer partnerships in existing and emerging industries

Expand our values-aligned employer partnerships by establishing new connections in emerging industries and deepening existing relationships.

Strengthen our impact with employers

Intentionally position us as an impactful partner for prospective and current employers as they progress in their diversity, equity and inclusion journey.

Build strategic partnerships

Embrace collaboration through a network of strategic partnerships that support and amplify our impact.





Our Programming

Deliver relevant and impactful programs

Incorporate forward-looking research, collaboration, and flexibility into our program designs to ensure they align and meet the job skills and workforce demands of the future.

Seize program opportunities

Establish a scalable training model that is responsive to emerging opportunities and can be readily executed, ultimately positioning WBF in line with industry trends.

Grow our ripple effect

Establish an approach for equipping our students and alumni with the confidence and skills required to positively influence diversity, equity, and inclusion in the workplace.

Our Funding

Strengthen financial sustainability of our programs

Enhance financial analysis and planning of our programs and operations to inform operational decision-making.

Improve efficiencies and innovation

Build operational efficiencies and innovation to further maximize the impact of our funding.

Enhance confidence in funding

Design and implement a strategy for sustainable and diversified funding.





Our Strategic Vision

By 2035, we'll create 1 million connections that elevate women's potential.

Everyday, we help foster connections that support women in their path to economic security. Whether it's connecting women to affordable housing or helping them choose a new career that will help support their family, we're here to help every step of the way.