



WOMEN BUILDING FUTURES®

BUILD TOGETHER 2026-2031

OUR VISION

Empowering **women to build prosperity** for their futures and communities

OUR MISSION

A training organization creating **pathways to economic success** for women; getting **women ready for the trades and the trades ready for women**

OVERARCHING GOAL

Transform the lives of **10,000 women by 2040** by training and **connecting 90% of them to rewarding employment**

WHO WE SERVE

Women who are **unemployed or in unrewarding or low-paid work** and want to **transform their lives and build careers**

STRATEGIC PRIORITIES

Financial Resilience

- Diversify revenue streams
- Secure predictable and sustainable funding
- Uphold financial stewardship and transparency

Program & Service Excellence

- Ensure relevant and adaptive programming
- Remove barriers to client success
- Deliver services in a client-centric way

Partnership Effectiveness

- Build and nurture relevant, values-aligned partnerships
- Increase the number and diversity of partners
- Advance WBF's brand and reputation

Team Success

- Build a mission-focused, empowered team
- Attract, inspire, and grow talent
- Cultivate efficient, consistent operations

MEASURES OF SUCCESS

- Diversification and sustainability of revenue
- Operational and financial efficiency and predictability
- Fulfilling the skilled labor employment gaps through employment of WBF grads
- Students successfully completing program and obtaining gainful and rewarding employment
- Attraction, retention and engagement of high performing employees

OUR VALUES

Champions of inclusion, equity, and reconciliation

INTEGRITY

Built on trust, respect, health, safety & well-being

COURAGE

Built on ingenuity, innovation & growth

COLLABORATION

Built on compassion, inclusion, teamwork & service to others

ACCOUNTABILITY

Built on professionalism, partnership & excellence