



Women Building Futures

Life in the Heartland

April 10, 2024

WBF™ WOMEN BUILDING FUTURES®

ABOUT WBF

We are a non-profit organization historically based in Edmonton, Alberta, however now serving women across Alberta, recently Saskatchewan and soon Ontario.

We offer programs and support services to help unemployed and underemployed women explore and connect to careers with starting wages above a living wage.

Our mission is to foster economic security for women facing barriers to entry in a workforce where they are traditionally under-represented.



HOW WE SUPPORT

WBF's work gets **women ready for industry** and **industry ready for women!**

- Raising awareness of opportunities
- Confidence & capability building
 - Readiness supports
 - Financial supports
 - Employment training programs
- Workforce inclusion efforts
- Connection to great employment with *WBF Employers of Choice*
- Continued alumni and employer supports after program completion



OUR PROGRAMS

- **READINESS WORKSHOPS AND SUPPORTS**

Prepare women to enter our programming by addressing academic barriers and personal readiness.

- **JOURNEY to TRADES**

- **PRE-APPRENTICESHIP HEAVY EQUIPMENT TECHNICIAN**

- **DRIVER & OPERATOR**

- **PROFESSIONAL CLASS 1 DRIVING**

- **CONSTRUCTION BOOTCAMP**

- **WORK PROUD & EMPLOYER OF CHOICE**

Workshops for organizations to gain insight and tools to create more engaged, safe, and inclusive workplaces.

A certification program to help enhance workplace diversity and inclusivity efforts to retain women in the workplace.

- **ALUMNI SUPPORTS**

After completing a training program, graduates have access to ongoing supports as long as they want.





OUR PARTNERS

Industry

Program sponsors, employers of choice, investors, trainers, and donors.

All levels of government

Funding of core mission and programs.

Other non-profit and community agencies

As ambassadors and connectors to WBF mission and programming.

*For a full list of our partners, please visit
WomenBuildingFutures.ca*

WBF

WBF EMPLOYER OF CHOICE MEMBERSHIP

Phase I: Organizations meet a minimum score on an assessment of their internal Diversity, Equity and Inclusion (DEI) practices in 4 value areas:

- ✓ **Health and safety.** Ensuring safe workplaces and promoting a safety culture.
- ✓ **Respect and inclusion.** Cultivating work environments for all employees to feel valued, respected and included.
- ✓ **Equity and gender.** Identifying barriers to workplace diversity.
- ✓ **Growth and advancement.** Promoting training and advancement opportunities for staff at all levels.

Phase II, which is under development, will seek a level of verification



www.wbfeoc.com

WBF'S IMPACT: 2022-23

Giving women the tools to take control of their lives

Readiness and coaching

533 times

The number of times women accessed coaching and readiness services



48 women

who entered employment training programs previously participated in coaching and readiness services



Working with our partners to lead positive change in the workplace

44 Employers of Choice members committed to creating safe and inclusive work environments

Training programs

18 employment training programs

94% graduation rate

A brighter future for our graduates and their families

188 women

graduated from employment training programs (up 15% from last year)

38%

were previously unemployed (the balance was largely underemployed)

35%

had dependents or children - 1/5 were single parents

21%

were Indigenous

87%

of graduates were hired in fields related to their training within six months of graduation

1.3X

The average starting wage for our graduates was \$27.78 per hour or 1.3X the average living wage*

22 alumni

who graduated in previous years connected with WBF to find new employment



WBF's CORE OPERATIONS

➤ Alberta

- Greater Edmonton – Core operations of all Trades and Transportation programs
- Greater Calgary – Establishing core operations of all Trades and Transportation programs
- Fort McMurray – Core operations of Trades and related programs
- Other regions based on regional need and employer partnerships

➤ Saskatchewan

- Saskatoon – Employer Sponsored programming for J2T. Evaluating core operations for Trades and likely Transportation programs.
- Regina – Upcoming pilot of J2T via government and industry partnerships. Plans to establish core operations for Trades programming.

➤ Ontario

- Sarnia Lambton – Plans to establish core operations for Trades programming.



HOW CAN YOU SUPPORT OUR MISSION?

- Follow us. Share our story.
- Partner with us in solving the unemployment and under employment of women!
- Help get industry more ready for women (and other diverse people).



QUESTIONS?

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The first WBF Journey Women Start graduates!

