



*Women Building Futures  
Work Proud*

*2014 Report to the Community*



# MESSAGE FROM THE BOARD CHAIR AND CEO

---

This is an exciting time for Women Building Futures (WBF) as we continue to move forward our vision of “being valued for empowering women to succeed in non-traditional careers, inspiring positive economic change for women and forever transforming the face of industry in Canada.”

We are proud of our programs and services today that continue to make it possible for women to successfully enter careers in the construction trades. In 2014, we continued to ready the organization to graduate even more women, into more trades, and into more geographies. We are working hard to deliver more qualified workers into the Alberta and Canadian labour force.

Our goal is to significantly increase the number of women entering and completing a construction-related apprenticeship. We believe that more employers will meet their trades workforce needs with our graduates. This was certainly the case in 2014 with more new employers hiring WBF grads and more employers overall hiring WBF grads than in previous years.

**We thank our partners from industry, government, LIFT Philanthropy Partners, and our funding agencies, as well as our instructors, staff and our Board of Directors for making this possible.**

JudyLynn Archer  
*President and CEO*

Sharon Bell  
*Chair, Board of Directors*



OUR GOAL IS TO  
SIGNIFICANTLY  
INCREASE THE NUMBER  
OF WOMEN ENTERING  
AND COMPLETING A  
CONSTRUCTION-RELATED  
APPRENTICESHIP.

---

128%


The average increase in income for our Journeywoman Start graduates.

90%

Graduates hired within six months.

248

Total number of employers hiring our graduates.



# 2014 OUTCOMES AND KEY INDICATORS

## GOAL 1 INCREASE AWARENESS, READINESS AND EMPLOYMENT OPPORTUNITIES FOR WOMEN

### KEY PERFORMANCE MEASURES

	2013	2014
Contacts made	3,196	4,730
Information Session participants	1,746	2,293
Career Decision Making Workshop participants	1,100	1,038
Applications received	372	949
Students	133	172
Graduates	123	149

### SOCIAL IMPACT

	2013	2014	Percentage
Employed	121	135	90%
Registered Apprentices	54	72	75%

### PROGRAMMING

#### KEY PERFORMANCE MEASURES

	2013 Students	2013 Graduates	2014 Students	2014 Graduates
Journeywoman Start	66	56	86	64
WBF Heavy Equipment Operator	17	17	16	15
Imperial Heavy Equipment Operator	16	16	16	16
Suncor Heavy Equipment Operator	n/a	n/a	18	18
Short Programs (4)	24	24	36	36
Total	133	123	172	149
Graduates hired within six months		90%		90%

## AVERAGE HOURLY STARTING WAGE BEFORE AND AFTER PROGRAM

	2013		2014	
	Before Program	After Program	Before Program	After Program
Journeywoman Start	\$15-23	\$15-28	\$11-19	\$19-28
WBF Heavy Equipment Operator	\$16	\$19-43	\$15	\$23-29
Suncor Heavy Equipment Operator	n/a	n/a	\$24	\$36-46
Imperial Heavy Equipment Operator	\$18-25	\$34-43	\$20	\$26-41
TFL Welding	n/a	n/a	\$15	\$23
Electrical Basics	\$10	\$18.75	\$15	\$21
Welding Basics	\$9.75-14	data not tracked	\$16	\$19

## GOAL 2 INCREASE PARTICIPATION OF ABORIGINAL WOMEN IN WBF PROGRAMS

#### KEY PERFORMANCE MEASURES

	2013	2014
Information Session participants	608	498
Career Decision Making Workshop participants	343	277
Aboriginal Students	27	27
Aboriginal Graduates	25	24
Graduates hired after six months	25	18
Percentage of Graduates who are Aboriginal	20%	18%

## GOAL 3 PROVIDE WORKFORCE SOLUTIONS FOR EMPLOYERS

#### KEY PERFORMANCE MEASURES

	2013	2014
New Employers hiring WBF graduates	37	52
Total Employers employing WBF graduates	209	248



## GOAL 4

## ADVANCE ORGANIZATIONAL & FINANCIAL SUSTAINABILITY

### KEY PERFORMANCE MEASURES

	2013	2014
Percent of operating revenue from sponsorships, student awards, fee for service and donations (non-government)	66%	44%
Organizational Sustainability Fund	\$232,000	\$232,000
Capital Asset Replacement Reserve	-	\$35,000
Building Mortgage outstanding	\$207,200	\$184,801
Housing Units annual capacity	85%	89%

“FOR SUNCOR, GIVING PEOPLE THE OPPORTUNITY TO LEARN, GROW AND SUCCEED IS ONE OF OUR CORE VALUES. WE ARE PROUD TO BE A PARTNER WITH WBF, SUPPORTING EACH OTHER.”

Tom Maloney  
Mine Operation Manager  
Production Optimization and Logistics  
Suncor

## EMPLOYER SERVICES

In 2014, Women Building Futures (WBF) introduced WBF Employer Services to provide our Employers of Choice greater and more customized access to qualified, motivated women for the work they need done.

WBF Employers of Choice are a community of employers that align with WBF values; commitment to safety, apprenticeship training and career advancement. Working closely with WBF, these companies host work experience for our students; hire our grads from our pre-trades exploration programs; fund students in our programs, and develop custom programming that is eligible for funding through the Canada Alberta Job Grant.

## EMPLOYER-SPONSORED CUSTOM PROGRAMS

WBF Suncor Heavy Equipment Operator students, WBF staff and Suncor representatives.



In 2014, WBF continued to develop custom programs to recruit, assess and train students for employers wanting to hire more women into their workforce. The WBF Imperial Haul Truck program was offered for the second time, and the WBF Suncor Heavy Equipment Operator program for the first time — both with resounding success.

# SUPPORTERS

Only the primary listings of the companies and organizations we work with have been listed; not their subsidiaries and departments.

## Strategic Growth Partners

LIFT Philanthropy Partners      Suncor Energy Foundation

## Workforce Development Partners

Alberta Construction Safety Association	Cranemasters Emeco	Ledcor Group	SureHire Occupational Testing
Alberta Roadbuilders & Heavy Construction Association	Finning Canada	Lehigh Hanson Materials Limited	TFL Industrial
ATB Financial – Edmonton Oliver Village Branch	Immersive Technologies	Mammoet Canada Western Ltd.	United Rentals
	Imperial	SMS Equipment	
	Leacross Foundation	Suncor Energy Inc.	

## Student Support

Canadian Natural	Meg Energy	Plains Midstream Canada	Suncor Energy Foundation
Canadian Women's Foundation	Northern Gateway Pipelines	Shell Canada Ltd.	Union 52 Benevolent Society

## Opportunities For Women In Construction Awareness Campaign Sponsors

**PREMIER SPONSOR** – CLAC      Mammoet Canada Western Ltd.      Shell Canada Ltd.      Total E&P Canada

## Government

Alberta Aboriginal Relations	Alberta Human Services	The City of Edmonton,	Western Economic
Alberta Enterprise and Advanced Education	Alberta Jobs, Skills, Training & Labour	Family and Community Support Services	Diversification Canada

## Donors

Alberta Roadbuilders & Heavy Construction Association	Edmonton Community Foundation	Fluor Canada Ltd.	We thank those individuals who directed their United Way donations to WBF
Christenson Development Inc.		Spruceland Properties Inc.	

## Supporters

Acklands Grainger	Edmonton Iron Workers' Union Local 720	International Union of Operating Engineers Local No. 955	Ram Mechanical Plumbing & Heating
Air Liquide Canada Inc.	Gregg Distributors	Merit Contractors Association	Sheet Metal Workers International Association
Alberta Gaming and Liquor Commission	International Brotherhood of Boilermakers Local 146	Parlee McLaws LLP	Local 8
AMRE	International Brotherhood of Electrical Workers Local 424	Praxair	United Association of Plumbers & Pipefitters Local Union 488
AR-JAYS Lawn & Garden		Progressive Contractors Association of Canada	
BuildForce Canada			
Construction Owners Association of Alberta			

# WBF WORKFORCE EMPLOYERS

---

5 Blue Process Equipment Inc.  
A&A Trenching  
ACE Vegetation Service  
Acklands Grainger Inc.  
Acorn Welding Ltd.  
Action Electrical  
Alberta Beach - Public Works  
Alberta Cabinet Manufacturers  
Alberta Modulares Inc.  
Alberta Ready-Mix  
Concrete Association  
ALCO Gas & Oil Production  
Equipment Ltd.  
Alliance Excavating Ltd.  
Alpine Heating Ltd.  
Alstar Oilfield  
Al's Contracting  
Alta Fab Structures Ltd  
Altair Contracting  
Altech Ind.  
Always Plumbing & Heating  
Anderson Sheet Metal Ltd  
Aquarian Renovations  
Aramark Services  
Arpi's North Inc.  
APX Landscaping  
Arrkann Trailer & RV Centre  
Artistic Stairs  
As Per Safety and Rescue  
Aspen Custom Trailers  
ATCO Structures & Logistics  
Auburn Rentals  
BAC Trailer Ltd.  
Bailey's Welding and  
Construction Inc.  
Betcan  
BFI Constructors  
BHP Billiton  
Black and McDonald  
Blacktop Paving Inc.  
BMTR Ventures  
Border Paving Ltd.  
Boucher Contracting Ltd.  
Bouchier  
Bradken Limited

Britco Building Systems Inc.  
Broda Construction  
Brookfield Residential  
Properties Inc.  
Brytex Building Systems Inc.  
Burlington Resources  
CampCorp Canada  
Canadian Power Pac  
Canem Systems Ltd.  
Canwest Projects Inc.  
Capital City Contracting  
Cargill Value Added Meats  
Carillion Canada  
Casey's Woodwork Ltd.  
Cat-Bar Excavating  
Central Energy Services  
Cenovus Energy Inc.  
CESSCO Fabrication and  
Engineering Ltd.  
Chandos Construction Ltd.  
Chemco Electrical  
Contractors Ltd.  
Chown Electrical  
Contractors Ltd.  
Clark Builders  
Cleanit Greenit Composting  
System Inc.  
Clear Skies Heating  
CMR Fabricators Ltd.  
CNRL (Canadian National  
Resources Ltd.)  
Coltek Energy Services Ltd.  
Comfort Heating 1981 Inc.  
Commercial Industries Ltd.  
Connolly Construction  
Cormode & Dickson  
Cox Mechanical Ltd.  
Creative Electric Co. Ltd.  
Dawson Wallace  
Construction Ltd.  
DCR Canada  
Deason Inc.  
DFI  
Diavik Diamond Mines Ltd.  
Diesel Tech Truck Repair Ltd.  
Dimma Heating Ltd.

Diversified Transportation Ltd.  
Done-Rite-Here Homes  
Double G Mechanical Ltd.  
Eaton  
Ecco Heating Products Ltd.  
Edmonton Ironworkers' Union  
Local 720  
Edmonton Transit Mix  
Enerflex  
EOS Pipeline & Facilities Inc.  
ESC Automation  
Finning Canada  
Fire Protection Inc.  
First Student Canada  
Fort McKay Group  
Frontier Valve International Ltd.  
Fuller Austin Inc.  
Gar-Don Steel Industries Ltd.  
Gary Carter Excavating Ltd.  
GD Liquidators  
Gemini Corporation  
Genax Metal Manufacturing  
Limited  
Get Wired Electrical  
Services Ltd.  
GK Mech  
GMC Contractors  
Goldbar Contractors  
Golderado Contracting  
Golosky Trucking  
& Contracting LP  
Good News Auto Ltd.  
Green Lantern Electrical  
Greg's Contracting  
Services Ltd.  
Guest Controls Ltd.  
Guthrie Mechanical  
Services Ltd.  
Habberjam Mechanical Ltd.  
Heart Lake First Nations  
Construction Ltd.  
High Line Electrical  
Constructors Ltd.  
High Velocity Equipment  
Training Ltd.  
Hocan Industries

Houseworks Renovation &  
Landscape Construction  
Hyduke Energy Services Ltd.  
Igloo Prebuilt Homes  
Imperial (Kearl)  
Impreglon Coatings  
Independent Electric  
& Controls Ltd.  
Inland Kenworth  
In-Line Flow Products Ltd  
International Brotherhood of  
Boilermakers Local 146  
Jackal Electric Inc.  
Jacobs Industrial Services  
Jalco Industries Inc.  
Jasper Constructors Ltd  
Jasper Tank Manufacturing Ltd.  
JD Electric  
Jetco Mechanical Limited  
JLE Electrical Ltd.  
JV Driver Projects Inc.  
Kel's Electrical Contracting Ltd  
Kitnuna Projects Inc.  
Kitten Contracting  
Kingdom Kats Ltd.  
KMC Mining Corporation  
Krawford Construction Inc.  
L.A. Brayer Industries Ltd.  
Lafarge Canada Inc.  
Laird Electric  
Lakeshore Construction  
Ledcor Industrial Projects Ltd.  
Leder Steel  
Lehigh Hanson Canada Region  
Lister Ind.  
Machine Works Ind  
Manderley Turfgrass  
Mantels Plus More Custom  
Woodworking Ltd.  
Marz Plumbing  
Master Mechanical Plumbing  
and Heating  
Maximum Impact Renovations  
MCL Group  
MetalBoss Technologies

Midas Edmonton  
 Milron Metal Fabricators Inc.  
 Milton-West Construction Ltd.  
 Mission Electric  
 Modus Structures  
 Mogo Electrical Services Ltd.  
 Motion Machinery Ltd.  
 Muth Electrical Management Inc.  
 Nardei Fabricators  
 Neidig Electric Ltd.  
 Newforce Energy Services  
 Nip's Contracting Ltd.  
 Nordic Mechanical Services Ltd.  
 Nordic Systems  
 Norfab Manufacturing Inc.  
 Norwood Seniors Housing Association  
 NTL Pipelines  
 Omni Proactive  
 Omniletric Electrical Services  
 Packers Plus – Edmonton Rapid Tool Development  
 Paradise Mechanical Services  
 Paradox Access  
 Park Derochie  
 Park Paving Ltd.  
 Patrik's Water Hauling Ltd.  
 Parlee McLaws  
 Payneless Electric  
 PCL Constructors Inc.  
 Petrowest Corp  
 Phoenix Industrial Ltd.  
 Pidherney's Trucking Ltd.  
 PME Inc.  
 PowerComm Inc.  
 Prairie Metal Ind.  
 Praxis Earthworks  
 Predator Plumbing & Heating Ltd.  
 Pride Oak Kitchens Ltd.  
 Provincial Electric  
 Pro-Western Mechanical Ltd.  
 PSA Construction  
 PTI Group Inc.  
 Put It Up Construction  
 Pyramid Corporation  
 QSI Interiors Ltd.  
 Rapid Transit Mix  
 RGM Contracting Inc.  
 Richardson Electric  
 Riese Built  
 Rio Tinto – Diavik Diamond Mines Inc.  
 RKT Contracting  
 Road Train Oilfield Transport Ltd.  
 Rotating Right  
 Roy Industries  
 Royer Developments Ltd.  
 RWG Services  
 Safety Coordination Services  
 Saipem Canada  
 Schendel Mechanical Contracting Ltd.  
 Schneider Electric  
 Schroder Oilfield Services  
 Seed Hawk  
 Sheet Metal Workers' International Association Local Union No.8  
 Shell Canada Limited  
 Sinclair Electric  
 Sinclair Supply Ltd.  
 SK Welding Ltd.  
 SRS Industrial  
 Solus Energy Services  
 Spanky's Transit Mix Inc.  
 Steelcraft Inc.  
 Steelhead Welding Ltd.  
 Stel-Marr Concrete Ltd.  
 Steeplejack  
 Sun Hills  
 Suncor Energy Inc.  
 Sureway Construction Management Ltd.  
 Swamp Cats Ltd.  
 Synergy Projects Ltd.  
 System One Manufacturing Inc.  
 T Leonard Electric Ltd.

T&T Trucking Ltd.  
 Tahk Projects Ltd.  
 Talisman Energy Inc.  
 Tarpon Energy Services Ltd.  
 TC Holdings  
 Territorial Electric Ltd.  
 Tervita  
 TFL Industrial  
 The Home Program  
 The Neck  
 Tiger Electric Ltd.  
 T.K.O. Electrical Contracting Inc.  
 Totem Welding Co. Ltd.  
 TransAlta  
 Tri West Ind.  
 Trifab Metals  
 Truck Evolution  
 Two Girls and a Hammer  
 University of Alberta  
 Up-To-Code Mechanical Ltd.  
 VanCo Builders Inc.  
 Venus Electric  
 Vets Sheet Metal  
 Voice Construction  
 Waiward Steel Fabricators Ltd.  
 Wapiti Construction and Maintenance Services  
 Web Mechanical  
 Weinrich Contracting Ltd.  
 Weiss-Johnson Heating, Air-Conditioning and Sheet Metal  
 Weldco-Beales Manufacturing  
 Western Camp Services  
 Westgrove Plumbing  
 Westways Contractors  
 Westwood Electric  
 Wetaskiwin Ready Mix  
 Whitemud Ironworks Ltd.  
 Wilco  
 Winroc  
 Woodtech Ventures Ltd.  
 Ye Olde Plumber Ltd.



AECOM  
 AllType Electric  
 CEDA  
 City of Edmonton  
 Collins Industries  
 Concept Group  
 Delnor Construction Limited  
 Expocrete  
 Fillmore Construction Management Inc.  
 Gateway Mechanical Services  
 Graham Construction  
 Horizon Machine and Design  
 JSFL  
 Kiewitt  
 Mammoet Canada Western Ltd.  
 Morgan Construction & Environmental Ltd.  
 National Oilwell Varco  
 O'Hanlon Paving Ltd.  
 Pembina Pipeline Corporation  
 Scott Builders  
 Silent Aire  
 Standard General  
 Stealth Energy  
 Stuart Olson  
 Trotter and Morgan  
 Tarpon  
 TDT Crews  
 Teck Coal Limited  
 The Fath Group  
 URS Flint  
 Western Truck Body Manufacturing  
 WorleyParsonsCord Ltd.

# OUR VISION

---

Women Building Futures is valued for empowering women to succeed in non-traditional careers, inspiring positive economic change for women and forever transforming the face of industry in Canada.

## WOMEN BUILDING FUTURES SOCIETY BOARD OF DIRECTORS – 2014/15

---

**JudyLynn Archer**  
President & CEO  
Women Building Futures

**Sharon Bell (Chair)**  
Consultant and Instructor

**Angela Armstrong**  
(Chair Governance  
Committee)  
Prime Capital Group

**Angelina Bakshi**  
(Vice Chair/Secretary)  
Veridant Inc.

**Anna Dawyd**  
(Treasurer/Chair Audit  
Committee)

**Beverly Nalder**  
Clark Builders

**Cathy Paul-Douglas**  
Mid Market - BMO Bank of  
Montreal

**Joelle McLaren**  
California Closets

**Kathy Anders**  
First Foundation Insurance Inc.

**Laura Lunt**  
Pembina Pipeline Corporation

**Micki Ruth**  
retired

**Steve Cribb**  
SpruceLand Properties Inc.

**Trina Gendall**  
Bentall Kennedy



***Women Building Futures***  
***Work Proud***

10326 107 Street  
Edmonton, AB T5J 1K2  
**Office** 780 452 1200  
**Toll Free** 1 866 452 1201  
**Email** [reception@womenbuildingfutures.com](mailto:reception@womenbuildingfutures.com)

[womenbuildingfutures.com](http://womenbuildingfutures.com)




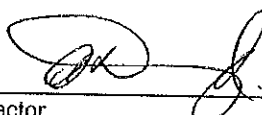
**WOMEN BUILDING FUTURES SOCIETY**  
Statement of Financial Position  
December 31, 2014

	2014	2013
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash	\$ 3,325,045	\$ 1,607,111
Short-term investments	---	1,500,000
Accounts receivable	352,017	147,802
Prepaid expenses	<u>17,219</u>	<u>18,843</u>
	3,694,281	3,273,756
<b>Restricted cash (Note 3)</b>	310,453	348,150
<b>Property and equipment (Note 4)</b>	<u>8,426,423</u>	<u>8,769,363</u>
	<u>\$ 12,431,157</u>	<u>\$ 12,391,269</u>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities (Note 5)	\$ 181,310	\$ 166,492
Deferred contributions related to operations (Note 6)	2,498,951	2,316,844
Deferred revenue (Note 7)	605,200	614,031
Callable debt obligations (Note 8)	<u>401,021</u>	<u>438,446</u>
	3,686,482	3,535,613
<b>Deferred Contributions Related to Property and Equipment (Note 9)</b>	<u>7,292,983</u>	<u>7,583,428</u>
	<u>10,979,465</u>	<u>11,119,041</u>
<b>NET ASSETS</b>		
<b>Invested in property and equipment</b>	732,419	747,489
<b>Internally restricted (Note 10)</b>	267,000	267,000
<b>Unrestricted</b>	<u>452,273</u>	<u>257,739</u>
	<u>1,451,692</u>	<u>1,272,228</u>
	<u>\$ 12,431,157</u>	<u>\$ 12,391,269</u>

**CONTINGENT LIABILITY (Note 11)**

Approved by the Board

  
\_\_\_\_\_  
Director

  
\_\_\_\_\_  
Director

See accompanying notes to the financial statements

**WOMEN BUILDING FUTURES SOCIETY**  
Statement of Operations  
For the Year Ended December 31, 2014

	2014	2013
<b>Revenues</b>		
Tuition fees	\$ 1,376,136	\$ 1,477,977
Fee for service	1,129,174	498,561
Grants – Schedule 1 (Page 12)	919,599	859,389
Housing	306,037	280,194
Other	79,077	66,540
Donations	39,476	38,251
Casino	38,110	64,120
Interest	35,797	11,273
Sponsorship	10,825	316,303
	<u>3,934,231</u>	<u>3,612,608</u>
<b>Expenses</b>		
Salaries and benefits	1,814,746	1,591,915
Program costs	756,717	876,334
Marketing and advertising	393,970	407,591
Occupancy	299,877	157,131
Administrative	143,646	144,371
Family and Community Support Services - Schedule 2 (Page 12)	111,524	111,524
Technical support	77,241	61,958
Travel	54,405	58,516
Professional fees	27,851	128,875
Bad debts	12,076	6,500
Interest on callable debt	9,009	10,684
Miscellaneous	2,128	11,429
	<u>3,703,190</u>	<u>3,566,828</u>
<b>Revenues over expenses before amortization</b>	<u>231,041</u>	<u>45,780</u>
Amortization of deferred contributions related to property and equipment	461,324	417,068
Amortization of property and equipment	<u>(512,901)</u>	<u>(471,246)</u>
	<u>(51,577)</u>	<u>(54,178)</u>
<b>Revenues over (under) expenses</b>	<u>\$ 179,464</u>	<u>\$ (8,398)</u>

See accompanying notes to the financial statements