



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

Student Support

Canadian Natural Canadian Women's Foundation	Meg Energy Northern Gateway Pipelines	Plains Midstream Canada Shell Canada Ltd.	Suncor Energy Foundation Union 52 Benevolent Society
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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 Enterprise and Advanced Education	Alberta Human Services Alberta Jobs, Skills, Training & Labour	The City of Edmonton, Family and Community Support Services	Western Economic Diversification Canada
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Donors

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

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

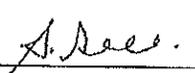
womenbuildingfutures.com

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

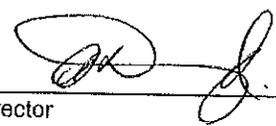
	2014	2013
ASSETS		
Current Assets		
Cash	\$ 3,325,045	\$ 1,607,111
Short-term investments	---	1,500,000
Accounts receivable	352,017	147,802
Prepaid expenses	<u>17,219</u>	<u>18,843</u>
	3,694,281	3,273,756
Restricted cash (Note 3)	310,453	348,150
Property and equipment (Note 4)	<u>8,426,423</u>	<u>8,769,363</u>
	<u>\$ 12,431,157</u>	<u>\$ 12,391,269</u>
LIABILITIES		
Current Liabilities		
Accounts payable and accrued liabilities (Note 5)	\$ 181,310	\$ 166,492
Deferred contributions related to operations (Note 6)	2,498,951	2,316,644
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
Deferred Contributions Related to Property and Equipment (Note 9)	<u>7,292,983</u>	<u>7,583,428</u>
	<u>10,979,465</u>	<u>11,119,041</u>
NET ASSETS		
Invested in property and equipment	732,419	747,489
Internally restricted (Note 10)	267,000	267,000
Unrestricted	<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
Revenues		
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	<u>10,825</u>	<u>316,303</u>
	<u>3,934,231</u>	<u>3,612,608</u>
Expenses		
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	<u>2,128</u>	<u>11,429</u>
	<u>3,703,190</u>	<u>3,566,828</u>
Revenues over expenses before amortization	<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>
Revenues over (under) expenses	<u>\$ 179,464</u>	<u>\$ (8,398)</u>

See accompanying notes to the financial statements