



# WOMEN BUILDING FUTURES

2019 ANNUAL REPORT



WOMEN BUILDING FUTURES®

# MESSAGE FROM BOARD CHAIR

On behalf of the WBF Board of Directors, I would like to thank our community partners, industry partners, and stakeholders for your continued support of our mandate.

2019 was a year of significant growth and opportunity for WBF. We celebrated 20 years of supporting women in communities, we received funding to support the expansion of our programs across the province, and we launched a new program in British Columbia as part of the LNG Canada project.

I am pleased to welcome our new President, Carol Moen, P. Eng. As President, Carol will work with the Women Building Futures Board to set the strategic direction, strengthen and ensure sustainability of core operations, and guide the current plans for the organization's growth and regional expansion.

Kathy Kimpton, our former President, has taken a position outside Women Building Futures and the Board would like to thank her for her commitment to the success of the organization over the past years.

Our board members look forward to watching WBF continue to thrive and build on the success of 20 years in inspiring positive change.



Amanda Rosychuk  
Board Chair



Angela Armstrong  
Past Board Chair

## Board of Directors

Amanda Rosychuk  
Board Chair

Freddie Martinez  
Director

Angela Armstrong  
Past Board Chair

Jason Collins  
Director

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Governance  
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Jim Kanerva  
Director

Perri Skelton  
CPA, CA., Audit  
Chair / Director

Landa Richards  
Director

Alan Skoreyko  
Director

Lindsay Osmond  
Director

Joelle McLaren  
Past Governance  
Chair / Director



# MESSAGE FROM PRESIDENT

On behalf of Women Building Futures, we would like to thank our staff, stakeholders, community investors and industry partners for their continued support in 2019. For those that have not met me yet, I am the new President of WBF and I am thrilled to be part of this organization.

It has been an exciting year of growth and change for us here at WBF. Over the last year, we've been presented with some exciting opportunities to expand our programming across the province and continue to positively transform the lives of women. We've also continued our role as an advisor and advocate of inclusivity and women's representation working alongside government and industry.

We are inspired by the commitment and actions of our employment partners and community who show up to represent and champion women in the construction, driving and operating industries. We wouldn't be able to fulfill our mandate of supporting economic prosperity for women without the promise to support our graduate's careers.

This year, we will focus our efforts in strengthening our wrap-around support services for women in our communities. Part of this will include refining our pre-readiness, academic courses to support women who are interested in pursuing our training but may not yet meet the requirements. This will also include increasing our direct outreach to community agencies to support their clients and connecting our students with accessible childcare and affordable housing. We know these support services are critical to removing barriers and supporting the success of the women we serve.

This report will provide further insight to our plans for 2020 and how we will move forward as an organization with a strong focus on impact.

We look forward to influencing and empowering positive change for more women, families, and communities in 2020 and working alongside industry to support career opportunities and economic change for women.

Thank you again for your support.



Carol Moen, P. Eng.  
President



# OUR PURPOSE

## EXTRAORDINARY FUTURES FOR WOMEN

We empower women to become economically prosperous through industry recognized training in maintenance and construction related trades and the driving and operating industries.

We primarily work with underemployed or unemployed women and offer full wrap-around supports to remove barriers and support long term prosperity. Some of these supports include: additional funding for living expenses, resources for affordable childcare, affordable housing, earned employment referrals, and alumni support after program completion.

At WBF, women embark on a journey of significant transformation, from the first steps in exploration "*Maybe I can do this*" to employment "*I AM doing this!*"

Through WBF's training programs and wrap around services, women:

- Gain in-demand skills and certifications
- Learn the best practices for working in the maintenance and construction related trades and the driving and operating industries
- Increase their employment readiness and earning potential
- Build lasting connections with classmates, industry employers and the WBF team

As a result, women achieve a life of economic stability and inspire the next generation to consider what their extraordinary future could look like.

## OUR 2019 IMPACT

**6,630,164**  
social media impressions

**15%**  
of graduates  
identify as  
Indigenous

**>90%**  
of graduates  
would  
recommend  
WBF

**96%**  
of industry  
partners  
who would  
recommend  
hiring a WBF  
graduate to  
clients or  
colleagues

**270**  
media mentions

**156** graduates

**92%**  
of graduates  
employed in  
target industries  
within six  
months of  
graduation

**62**  
partnerships  
established  
or partners  
actively  
engaged  
with WBF

**2.5x**  
average  
increase in  
income for  
graduates

**8,628**  
women  
connected  
with WBF

**74,851**  
new users to  
website

# OUR PROGRAMS

Our support services address common barriers to economic prosperity and our training programs prepare women for industry training and work expectations.

## JOURNEYWOMAN START

A 17 week program that introduces students to different trades and prepares them with technical and hands-on skills training, essential safety awareness and certifications, jobsite visits and workplace readiness. Graduates from this program are ready to succeed as entry-level workers in the construction and maintenance industry.

## PROFESSIONAL CLASS 1 DRIVER

The eight-week program provides students with the essential safety awareness and certification, workplace readiness, technical skills and hands-on training required to obtain their Class 1 license under the new mandatory entry-level training and succeed in the commercial transportation industry. This program is formally endorsed by the Alberta Motor Transportation Association (AMTA).

## DRIVER & OPERATOR TRAINING

A six-week program that prepares students with essential safety awareness and certifications, workplace readiness, industry exposure, theory and driver training to obtain their license and pursue careers as Class 3 Drivers operating equipment such as snowplows, wireline trucks, and hydrovacs.

## INDUSTRY FUNDED PROGRAMS

We work directly with industry partners who are seeking custom programs designed to meet their workforce development needs and align with their project timelines. Our training prepares women to enter the internal training and onboarding process with our partners funding the program. Some examples include Suncor Haul Truck and Syncrude Heavy Equipment Operator.

## AFFORDABLE HOUSING

Access to affordable housing can be a significant barrier for many women in their journey to economic prosperity. Our Edmonton training facility includes studio, one-bedroom and two-bedroom suites that are fully furnished and ready to welcome women and their children. Our housing is part of Edmonton's Crime Free Housing program.

## READINESS-BUILDING WORKSHOPS

Our workshops prepare women to apply to our programming by addressing academic barriers and personal readiness. Workshops respond to the needs of participants and may include information about WBF programs; the trades and apprenticeship process; a readiness self-assessment; academic instruction and practice; career exploration; financial literacy learning, resumes and interview preparation.





"I had never considered trades. I'm the first girl in my family to be in the trades."

Gloria first heard about Women Building Futures from a co-worker in customer service at a hardware store. Though she'd worked retail most of her life, she was intrigued by what she heard about WBF and decided to apply.

"I thought it would be impossible to get in, so when I did I thought it was a dream come true," Gloria said. She quit her job and started the Journeywoman Start program.

For Gloria, the best part of her experience was how capable she felt after she graduated.

*"You get out of your bubble and your comfort zone... for me it was the best thing I've ever done, by far."*

# GLORIA



# KATE

When Kate first discovered WBF, she was looking for an opportunity that would allow her to grow, be independent, and reach her goals. We first met Kate at a 5-day readiness workshop we hosted in her hometown of Fort McMurray. Kate left the workshop feeling excited to pursue a career in the trades and applied for a program at WBF.

She completed an intensive introductory program and was immediately hired into a role with a local construction company. This new path has helped her achieve her goal of building a career for herself, being able to buy a vehicle and have it fully paid off within a year.

Kate's advice for any woman looking to explore a career in the trades?

*"Go for it! This will open so many doors for you and the opportunities are endless!"*



# 2019 HIGHLIGHTS



Students supported Zoe's Animal Rescue by building doghouses for families in need.



Celebrated success of Professional Class 1 Driver program and 1st cohort to undergo new mandatory level training.



WBF team laced up steel toe boots to support building homes for Habitat for Humanity.



Approached to partner on major projects in Alberta Heartland & Northern Alberta to support training and hiring local women.



Building on the momentum of our inclusive workplace research, we were invited to partner on a construction readiness training program expanded to BC through LNG Canada Project.



Invited to participate in the Gender Equality Network Canada, a unique three-year initiative to advance gender equality in Canada, hosted by the Canadian Women's Foundation.



Government of Canada invests \$2.5 million in pilot expansion of our Journeywoman Start program.



Celebrated our second annual Alumni Connections event to collect feedback and insight from graduates working in the industry.



WBF celebrates \$10 million investment by the Government of Alberta to support programs, housing, workshops, and sustainable operations

# REFLECTING ON 2019

*In 2019, we set out to fully understand which regions would see the highest positive impact with the expansion of our training in Alberta. We also started to build internal capacity to help support the expansion of training and delivery of services. Through this process, we've been reminded of the importance of our wrap-around support to truly serve the women we work alongside.*

- ▶ We asked ourselves, if we were to expand our training outside our facility, what community support and infrastructure would be required to support the long-term success of underemployed, unemployed women? Factors like access to public transportation, affordable housing, affordable childcare, additional financial support and more are common barriers we work to address, connect, and rally around to support sustainable economic growth and opportunity for women. This journey of discovery uncovered new regions within Alberta that would benefit from our unique programming. In late 2019, we began laying the groundwork to support our pilot expansion.
- ▶ We also spent 2019 focused on building awareness of women in the construction trades, driving and operating industries. We used our platform to highlight why these industries need more women, as we anticipate massive labour shortages in the coming years due to a retiring workforce.



*This work has prepared a foundation to support the expansion of our programming across the province and strengthen our voice as an influencer and champion of diversity in our focus industries. We're excited to see the response of our groundwork throughout the coming year as we realize our vision and continue to move forward in our mission to inspire positive change for women.*



# IMPACT PARTNERS

## Legacy Partners

*Legacy Partners are our longest standing partners. These partners have contributed to Women Building Futures for 10 years or more and have contributed to the sustainable growth of our organization.*

CLAC  
Family and Community Support Services  
Government of Alberta  
Government of Canada  
Imperial Oil Ltd.  
Suncor  
Suncor Energy Foundation

## Donors

*Thank you to all Women Building Futures donors. Every gift you make supports women and their families in their journey to economic prosperity.*

Angela Hoong  
Annette Ayre  
Anonymous  
Brendon Jones  
Bryan Madryga\*\*  
Christa Teskey\*  
Daphney Makaruk  
Deanna Eng  
Doug McGill\*\*  
Eric Bobey  
Gabrielle Moore  
Hindisaar Abdullahi  
Jessie Thomson\*  
Kathelyan So  
Kathy Kimpton\*\*  
Laura Tremblay  
Lauren Pettapiece  
MacEwan University  
Mission Possible Projects  
Mark Wheller  
Megan Bates  
Nicole Dyck\*  
Patricia Prestwich  
Romulus Anslow  
Shaleene Allard  
Tatiana Diaz  
Tessa Hoffman  
Union 52 Benevolent Society  
Zane Hamm

\* Donors have pledged ongoing gifts to WBF

\*\*Gifts partially or completely endowed in perpetuity

## Cornerstone Partners

*Cornerstone Partners have invested a cumulative giving of over \$1 million dollars. These supporters have helped support major projects, expansion of programs and large-scale awareness across Canada.*

CLAC  
Government of Alberta  
Government of Canada  
Imperial Oil Ltd.  
LNG Canada  
Suncor  
Suncor Energy Foundation

## Program Partners

*Program Partners provide support through investment in our training programs, experiential learning for students, and employment opportunities for alumni.*

Badger Daylighting  
Caron Transport  
CEDA  
City of Edmonton  
Cummins  
DFI  
Diversified Transportation  
Finning  
O'Hanlon Paving  
Rosenau Transport  
SMS Equipment  
Suncor  
Syncrude  
Trimac  
United Rentals  
Volker Stevin  
Watt & Stewart  
Westcan Bulk

## Growth Partners

*Growth Partners support with an annual investment of \$50,000 or more. These supporters have provided valuable support of our mission and in-kind training for the women who attend our programming.*

Blakes LLP  
CLAC  
CLR Workforce Development Trust Fund  
CN Rail  
ConocoPhillips  
Family and Community Support Services  
Imperial Oil Ltd.  
Inter Pipeline  
Leacross Foundation  
Pembina Pipeline Corporation  
Suncor  
Suncor Energy Foundation  
Surehire Occupational Testing  
TC Energy

## Training Partners

*These partners provide valuable resources that allow us to deliver training to over 200 women annually.*

Alberta Motor Transport Association  
Gennaro Transport Training  
Grande Prairie Regional College  
Gridworks Energy Group  
Keyano College  
Kitimat Valley Education Society  
LNG Canada  
MacEwan University  
NAIT  
Norquest College  
Red Deer College  
Sheet Metal Workers International Association, Local 8

## Awareness Partners

*Awareness Partners support with an annual investment of \$500-\$49,999. These partners have supported career development opportunities for students and boosted awareness of opportunity for women in communities.*

Alberta Carpenters Training Centre  
Alberta Construction Safety Association  
Alberta Ironworkers Apprenticeship and Training Plan Local 720  
Alberta Motor Transport Association  
Brookfield Residential  
Careers NextGen  
Chevron  
CP Rail  
Cranemasters  
Edmonton Community Foundation  
Fluor Constructors Canada Ltd.  
Graham Construction  
International Brotherhood of Boilermakers Local 146  
Kiewit  
North West Redwater Partnership/  
North West Refining  
PCL Construction  
Petroleum Services Association of Canada  
Progressive Contractors Association of Canada  
Spartan Controls  
Town of Stony Plain

## Endowment Fund Supporters

*The following individuals have been honoured by family & friends.*

Iveta  
Judy Doll  
Susanne Tarrant

## JudyLynn Archer Fund

Debra Dombrowski\*\*  
Lorraine McGill\*\*  
Stephen Gallagher\*\*

## WBF Fund

Anonymous\*\*  
Bryan Madryga\*\*  
Doug McGill\*\*  
Kathy Kimpton\*\*

**For more information or to make a donation, please visit [womenbuildingfutures.com/donate](https://womenbuildingfutures.com/donate).**

# STATEMENT OF FINANCIAL POSITION

December 31, 2019, with comparative information for 2018

The following financial statements are from January 1 – December 31, 2019. Please note, in 2019 the WBF Board adjusted WBF's fiscal year to align with that of many of our funders, July 1 – June 30. WBF will post the audited statement for January 1 to June 30 2019 online and future annual audited results will be posted in October of each year.

	2019	2018
<b>ASSETS</b>		
Current assets		
Cash and cash equivalents	\$ 6,071,751	\$ 2,029,748
Restricted cash	53,349	39,789
Accounts receivable	671,022	782,370
Prepaid expenses	60,916	92,210
	6,857,039	2,944,117
Capital assets	7,140,872	8,093,032
	13,997,910	11,037,149
<b>LIABILITIES AND NET ASSETS</b>		
Current liabilities		
Accounts payable and accrued liabilities	\$ 147,834	\$ 230,829
Deferred contributions	4,383,692	713,389
Deferred revenues	299,322	310,523
Loan payables	72,801	95,201
	4,903,649	1,349,942
Deferred capital contributions	5,940,162	6,885,155
	10,843,811	8,235,097
Net assets		
Invested in capital assets	741,657	1,112,676
Internally restricted	867,000	867,000
Unrestricted	1,545,443	822,376
	3,154,099	2,802,052
	\$ 13,997,910	\$ 11,037,149



# STATEMENT OF OPERATIONS

Year ended December 31, 2019, with comparative information for 2018

The following statement of operations are from January 1 – December 31, 2019. Please note, in 2019 the WBF Board adjusted WBF's fiscal year to align with that of many of our funders, July 1 – June 30. WBF will post the audited statement for January 1 to June 30 2019 online and future annual audited results will be posted in October of each year.

	<b>2019</b>	<b>2018</b>
Grants	\$ 2,846,070	\$ 2,171,915
Tuition	2,413,468	2,821,436
Sponsorship	1,177,250	850,315
Other	106,378	139,837
Rental Income	371,613	372,704
Donations and Casino	69,201	418,484
Interest Income	26,967	18,116
	<hr/> 7,010,946	<hr/> 6,792,807
Salaries and benefits	3,965,377	4,031,636
General and administrative	808,513	1,480,856
Marketing and advertising	634,889	969,364
Program expenses	895,608	678,926
Building expenses	188,060	191,134
Bad Debts	68,288	15,720
Interest and bank charges	12,949	9,183
	<hr/> 6,573,685	<hr/> 7,376,819
Excess (deficiency) of revenue over expenditures before amortization	437,261	(584,012)
Amortization of deferred capital contributions	976,328	889,139
Amortization of capital assets	(1,068,517)	(959,482)
	<hr/> (92,189)	<hr/> (70,343)
<b>NET INCOME (DEFICIT)</b>	<hr/> <b>\$ 345,072</b>	<hr/> <b>(\$ 654,355)</b>



**WOMEN BUILDING FUTURES®**

**HEAD OFFICE & TRAINING CENTRE**

10326 107 STREET  
EDMONTON, AB T5J 1K2

PHONE: 780 452 1200  
TOLL-FREE: 1 866 452 1201

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