



*Women Building Futures  
Work Proud*

2013  
Report to the  
Community

*transformation*

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*Women Building Futures (WBF), a leader in trades training for women, has extensive experience recruiting women into the commercial and heavy industrial workforce at a consistent employment placement rate of 90 per cent.*

**“WOMEN BUILDING FUTURES HAS A PROVEN MODEL TO TRAIN WOMEN IN CONSTRUCTION-RELATED TRADES AND HEAVY EQUIPMENT OPERATION, AND HELP THEM SECURE MEANINGFUL EMPLOYMENT. WE LOOK FORWARD TO SUPPORTING WBF IN INCREASING ITS OPERATIONAL CAPABILITIES AND HELPING MORE WOMEN CONTRIBUTE TO CANADA’S ECONOMIC PROSPERITY.”**

Bruce Dewar, President and Chief Executive Officer, LIFT Philanthropy Partners



# MESSAGE FROM THE BOARD CHAIR AND CEO

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Women Building Futures (WBF) is an organization poised for growth. We continue to deliver programs and services that make it possible for women to enter successful careers in the construction trades. In 2013 we began to build the foundation to graduate more women, into more trades, into more geographies. In other words, we are working hard to deliver more qualified workers into the Alberta and Canadian labour force.

WBF continued 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 recruited and trained 16 women for Imperial’s Kearn Oil Sands project and delivered our third contract with LaFarge to prepare ready mix operators.

SureHire Occupational Health Testing came on as a partner to provide industry testing (drug and alcohol, fitness for work, audio and numerous other safety parameters) to our students. “This partnership makes a lot of sense in terms of WBF’s mandate to place more female workers into industry, and SureHire’s belief in promoting safe work environments,” says Kyle Powell, President & CEO of SureHire. “We’ve heard firsthand from our clients the benefits of implementing pre-employment testing in terms of reduced injuries and incidents, increased productivity, and increased worker retention.”

A new partnership was formed with LIFT Philanthropy Partners to provide in-kind support and funding to advance WBF’s organizational capacities to implement its new business model in a way that is scalable and sustainable. The Suncor Energy Foundation and Alberta Innovation and Advanced Education also joined forces to support the vision behind our 2014-2016 Strategic Plan.

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. And, we believe that everyone on the WBF team will have the opportunity to contribute fully and where they have the most passion.

***Thank you to our partners from industry, government, funding agencies as well as our instructors and staff, and our Board for making this possible.***

Sharon Bell  
Chair, Board of Directors

JudyLynn Archer  
CEO and President

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

# CHARTING OUR PATH

From the beginning, Women Building Futures (WBF) has focused on earning the trust of its stakeholders by delivering quality results consistently. We trained over 1,000 women, established Canada's first trades training centre for women, increased our connection with Aboriginal women by 75 per cent, and placed our program graduates with over 200 employers. In addition, employers now engage with WBF directly to recruit and prepare women for their projects, and more women than ever are connecting with WBF for help getting into the trades.

## *What's next for this small but mighty organization?*

We're growing! Over the next three years we will build the capacity to engage with any woman anywhere who is serious about exploring or entering a career in trades, and expand our services for employers. More importantly, through our collaboration with LIFT Philanthropy Partners, Suncor Energy Foundation, Alberta Innovation and Advanced Education, and all of our partners, WBF will become more sustainable and effective at delivering measurable social impact.



Opened the WBF Suncor Energy Training Centre and WBF Housing Facility.



Set up our Trailer Camp in the 'back forty'.

1998



Registered as a non-profit society in the province of Alberta.

2001

Became a registered Canadian charity.

2003



Purchased warehouse at 10326 - 107 Street in Edmonton.

2005

2006

Clark Builders began renovations.

2007

2008

2009

City of Edmonton study revealed a 6:1 Social Return on Investment on WBF training program.



Journeywoman Start Class #1.



Journeywoman Start Class #25.



Journeywoman Start Class #50.



WBF/TFL Industrial pre-employment Welder Training Program launched.



WBF designs online platform to reach any woman, anywhere.

WBF launches webinars.



300% increase in the number of women entering construction trades in Alberta.

2009

WBF Board approves new vision statement and 3-year strategic plan.

2010

Launched Aboriginal Engagement Strategy.

2012

2013

Our connection with Aboriginal women increased by 75 per cent.

2013

LIFT Philanthropy Partners, Suncor Energy Foundation, Alberta Innovation and Advanced Education sign on as WBF Growth Partners.

2013

WBF builds capacity for future growth, scalability and sustainability.

2013

2014

SureHire signs on as WBF pre-employment testing partner.

2014

2014

2015

2017

2018



WBF engages with any woman anywhere who is serious about pursuing a career in construction.



WBF/Imperial Heavy Equipment Operator Program Class #1.

TOGETHER WITH ITS PARTNERS, WBF IS TRANSFORMING THE FACE OF INDUSTRY AND THE LIVES OF WOMEN, FOR GOOD.



# 2013 OUTCOMES AND KEY INDICATORS

## GOAL 1 INCREASE AWARENESS, READINESS, EMPLOYMENT & APPRENTICESHIP

### KEY PERFORMANCE MEASURES

	2012	2013
Contacts made	2,952	3,196
Information Session participants	1,531	1,746
Information Session participants residing outside of Edmonton	-	870
Career Decision Making Program participants	1,012	1,100
Applications received	358	372*
Students	110	133
Graduates	108	123

\*2012 figures include WBF/Imperial HEO Program applications. 2013 figures do not include WBF/Imperial HEO Program applications due to extending the application deadline to January 2014. The additional 106 WBF/Imperial HEO Program applicants will be included in the 2014 numbers.

The number of students graduating from our programs continues to increase.



# HIGHLIGHTS

## AWARENESS

Throughout 2013, Women Building Futures continued to see an increase in its scope of influence. Nowhere was this more evident than in the engagement through our website and social media channels. There was an increase of 95 per cent in contacts made through social media (Facebook), and a 45 per cent increase in number of visits to the WBF website.

WBF also saw a heightened awareness from industry and the media, resulting in over 22 articles being written and published about the organization in a variety of newspapers and industry magazines, including a piece on CBC National television. During 2013, WBF was also featured in two industry videos; Suncor's *See What Yes Can Do* video series, and the Electrical Sector Council's *Breaking Barriers* video series.

## READINESS, ASSESSMENT, RECRUITING

Rigorous assessment remains a cornerstone of WBF's success — recruiting the right people into the right program to the right employer at the right time.

## PROGRAMMING

The number of students graduating from our programs continues to increase. In 2013, WBF offered the following programs: five Journeywoman Start programs, two Heavy Equipment Operator programs, one Electrical Basics program and two Welding Basics; doubling the number of participants in the Basics programs.

WBF secured and delivered three employer contracts in 2013; Imperial which allowed us to graduate 16 women into the earth moving/oil & gas industry, and Lafarge Canada Inc. to deliver a ready-mix driver training program to 10 women. Recruitment also began in 2013 to offer a new Welding Basics program in 2014 in partnership with TFL Industrial, an Edmonton-based steel fabrication, construction and maintenance company.

### KEY PERFORMANCE MEASURES

	2012 Students	2012 Graduates	2013 Students	2013 Graduates
Journeywoman Start	72	71	66	56
Heavy Equipment Operator	16	16	17	17
WBF/Imperial HEO Program applicants Heavy Equipment Operator	n/a	n/a	16	16
Lafarge Ready-Mix	10	9	10	10
Short Programs	12	12	24	24
Total	110	108	133	123
Graduates hired within 6 months		91%		90%**

The employment placement rate of graduates was sustained based on the number of graduates reached for follow-up.  
\*\*Of those graduates reached for follow-up.

During 2013, there was increased interest by industry in WBF through new partnerships, fee-for-service contracts and employers wanting to hire WBF graduates.

“THE MORE WOMEN  
BECOME INTERESTED  
IN PURSUING A  
TRADES CAREER, THE  
BETTER IT WILL BE  
FOR THE SKILLED  
TRADES WORKFORCE  
IN GENERAL.”

Tanner Stewart,  
President & CEO of TFL Industrial

## GOAL 1 (CONT.)

## INCREASE AWARENESS, READINESS, EMPLOYMENT & APPRENTICESHIP

### SOCIAL IMPACT

WBF continued to see how our programs impact our students' future earning and well-being. The average increase in income is 127 per cent for our Journeywoman Start program, and 160 per cent for our Heavy Equipment Operator program.

### AVERAGE STARTING HOURLY WAGE BEFORE/AFTER THE PROGRAM

Prior to training at WBF, the majority of women earned annual incomes of less than \$35,000. It is interesting to note that the largest increase in income was seen in the highest income range on the survey of \$60,000 or more annually.

	2012		2013	
	Before Program	After Program	Before Program	After Program
Journeywoman Start	\$13-15	\$16-24	\$15-23	\$15-28
Heavy Equipment Operator	\$13-15	\$18-35	\$16	\$19-43
Lafarge Ready-Mix	\$13-15	\$20-28	\$14-17	\$27.50
WBF/Imperial Heavy Equipment Operator	n/a	n/a	\$18-25	\$34-43
Electrical Basics	\$13-15	\$18-25	\$10	\$18.75
Welding Basics	\$13-15	\$18-25	\$9.75-14	n/a

THE AVERAGE INCREASE  
IN INCOME IS 127% FOR  
OUR JOURNEYWOMAN  
START PROGRAM,  
AND 160% FOR OUR  
HEAVY EQUIPMENT  
OPERATOR PROGRAM.





## PROUD MOMENTS

### CASIE

JOURNEYMAN MILLWRIGHT, SHELL ALBIAN

Casie Murdoch enrolled in the Journeywoman Start program because she wanted a future that would get her out from behind a desk. She first heard about WBF on the radio. That night she was on the website, and the rest is history.

Though initially she had wanted to be a pipefitter, the program allowed Casie a chance to learn about six trades and she discovered what she really wanted was to become a millwright.

Casie is now a journeyman millwright, and she's loving it every day. As for challenges, Casie did find that not everyone was welcoming to women in the workplace. Fortunately, her WBF workplace culture training came in to play. "I make sure to demonstrate a good attitude, and that I'm willing to carry my share of the workload," said Casie. "Oh, and a great sense of humour helps too!" Casie went on to add, "WBF was honest and clear about the challenges women face in the workplace. Nothing was sugar-coated. They had previous grads come and speak to the class of their experiences, which I found immensely helpful."

These days, Casie has a lot to be proud of. She has a new skill set she never knew she was capable of. But for Casie, her proudest moment was after being on the job for over nine months when a co-worker who had been less than accepting of her presence bought her a Pepsi. This small gesture meant so much, because Casie had pushed through it, worked hard, and earned her place.

# 2013 OUTCOMES AND KEY INDICATORS

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

WBF looks forward to engaging with a wider network of Aboriginal women in the years to come.

### KEY PERFORMANCE MEASURES

	2012	2013
Face-to-face connections	54	70
Information Session participants	583	608
Career Decision Making Workshop participants	393	343
Program applications received	83	95 (+10 for employer programs)
Aboriginal Students	29	27
Aboriginal Graduates	29	25
# Aboriginal women connecting to WBF	976	951
# Aboriginal women participating in WBF assessment or readiness programs	Data not tracked	Data not tracked
Graduates hired after 6 months	29	25
% of graduates who are Aboriginal	27%	20%
# JWS graduates becoming registered apprentices within 6 months of hire	n/a	9

### HIGHLIGHTS

Engaging with Aboriginal women continued to be a key focus for WBF in 2013. WBF held 70 presentations with Aboriginal communities and organizations and participated in 16 Aboriginal career fairs and community events — providing information and resources that assist Aboriginal women in pursuing a career in construction.

WBF presented 16 information sessions to women in rural and urban communities throughout Alberta to help Aboriginal women decide whether a career in construction was a fit for them. WBF also hosted seven Career Decision Making workshops in Aboriginal communities, which drew a total of 78 Aboriginal women.

2013 also marked the beginning of a partnership with Aboriginal Link, a communications company focused on engaging Aboriginal communities and organizations. The partnership began in the third quarter of 2013 and included four campaigns that ran to the end of the year. These campaigns reached 45 First Nations, eight Metis Settlements and approximately 1,400 Aboriginal organizations.

The WBF Aboriginal Engagement team also participated on a number of committees in 2013, including the Aboriginal Women's Economic Security Council, Alberta Aboriginal Recruitment Network, and the Wicahitowin Circle of Shared Responsibility Society, Employment and Training Circle. Attending these committee meetings enabled WBF to stay connected with Aboriginal communities and share best practices with other organizations on Aboriginal engagement.

**“WOMEN BUILDING FUTURES IS DEDICATED TO CREATING AWARENESS AND LEARNING OPPORTUNITIES FOR ABORIGINAL WOMEN WHO ARE INTERESTED IN CONSTRUCTION TRADES!”**

Shawna J Serniak, Provincial Programs Manager  
Rupertsland Institute – Métis Centre of Excellence





## PROUD MOMENTS

### ERIN

JOURNEYMAN WELDER, METALBOSS TECHNOLOGIES

When Erin Meetoos first walked through the doors of WBF, she'd pretty much made up her mind as to what she wanted to do for the rest of her life, but sometimes things don't work out the way you plan them. "I was seeking to learn more about the trades when I went to an information session," she explained. "I was planning on pursuing a career in carpentry but I had no idea of the many options that were available, so I enrolled in the 17-week Journeywoman Start program. The hands-on part was really educational because I got to learn a little bit about everything."

Today Meetoos, who also completed NAIT's Multi-Media program and recently applied for entrance into the school's Business Management Program, is a multi-talented journeyman welder with a good job and a future full of promise. "I've been working for MetalBoss Technologies in Edmonton for more than a year. Pursuing a career in the trades is probably the best thing I've ever done and I would highly recommend it to every woman seeking a new challenge."

Inspired by her five year old daughter and encouraged by her mother, brother and three sisters, Erin is following in the footsteps of several cousins and uncles who are also journeymen tradespeople. "My dreams are being realized and my future is becoming more secure each day," she smiled. "When I first began to look for employment I was met with skepticism and rejection; some potential employers brushed me off while others just laughed and walked away."

Perseverance paid off. "I didn't let it get me down, I just kept applying myself and in the end I was rewarded. I'll always be thankful to those who helped me achieve my goals, those like Totem Welding who accepted me near the end of my WBF training and enabled me to complete my two-week practicum, my family and my current employer, who provides ongoing incentive, encouragement and opportunity."



# 2013 OUTCOMES AND KEY INDICATORS

## GOAL 3 PROVIDE WORKFORCE SOLUTIONS FOR EMPLOYERS

Employer partnerships such as these will continue to grow and evolve in WBF's future.

### KEY PERFORMANCE MEASURES

	2012	2013
New Employers hiring WBF graduates	38	37
Total Employers employing WBF graduates	172	209

## HIGHLIGHTS

In 2013, employers and industry associations continued to approach WBF seeking ways to address the ongoing labour shortage by bringing more female workers into the workforce. This interest from industry gave WBF the opportunity to engage in partnerships that bring about measurable business and social outcomes.

The WBF/Imperial Heavy Equipment Operator Program, which involved the recruitment, assessment and training of 16 women, wrapped up in early 2013 with all of the women successfully completing the program. Twelve of the women were hired by Imperial for the Kearl Oil Sands project, and the other four were hired by another oil sands mining company. To make this training opportunity happen, a number of organizations committed considerable resources — Imperial, Emeco, Finning Canada, Mammoet Canada, Lehigh Hanson Materials Limited, SureHire Occupational Testing, and the Province of Alberta. The success of this program led to immediate plans for the second WBF/Imperial Heavy Equipment Operator Program, which will begin in March 2014.

TFL Industrial, an Edmonton-based steel fabrication, construction and maintenance company also partnered with WBF in 2013. The company was looking for innovative ways to diversify its workforce. Through this partnership, WBF will recruit, assess and train eight women and prepare them for TFL Industrial as apprentice welders. The eight-week program will begin in February 2014.

Employers continue to support WBF in many other forms, including financial sponsorships and donations, in-kind donations, work experience opportunities and site visits. In addition to this valuable support from industry, employers also employ WBF graduates and, in many cases, indenture them as first year apprentices. The number of employers hiring WBF graduates has steadily increased over the years — in 2013, 37 new employers hired graduates from WBF programs, bringing the total number of employers hiring WBF graduates to date to 209.

“WE’VE SEEN MANY TIMES HOW WOMEN SUCCEEDING IN THIS INDUSTRY HAVE HAD A POSITIVE EFFECT ON THE LIVES OF THEIR FAMILIES AND FUTURE GENERATIONS.”

Mark Little, Executive Vice President, Oil Sands & In Situ, Suncor Energy, Fort McMurray, Alberta





## PROUD MOMENTS

### LORI

HEAVY EQUIPMENT OPERATOR, SUNCOR

Lori Haggerty enrolled in the Heavy Equipment Operator (HEO) program after looking at WBF's website. She knew the program offered her a chance to pursue her interest in this area. As a graduate of the WBF HEO program she knew that once she attained employment in her chosen field she would continue to have the support from WBF. "They have shared in my success and are a call or email away if I ever need their help," said Lori.

Lori said that for her, the best part of the program was reaching the point where the instructors could walk away and leave the students on the machines and allow them to operate the equipment. As for challenges, Lori said, "The biggest challenge for me in the program was controlling my fear. Fear of change, fear of the equipment (which is a good fear), fear of failure... to name a few." Lori successfully rose to the challenge and is now extremely proud to say that she works for Suncor Energy as a Heavy Equipment Operator. As a result, her lifestyle has changed for the better in so many ways, where she is fulfilling dreams and able to share with her family.

Today, her challenges revolve around long hours and shift work. Lori's day at the mine starts at 5 a.m. and she doesn't get home till 9:10 p.m., and when she works nights it's from 5 p.m. till 9:10 a.m. Fortunately, her family has adjusted to her new work schedule. When she's working nights, they rearrange the household chores so that they're done quietly while she sleeps.

Lori's favourite part of being on the job site is having the responsibility of safely operating her haul truck to its peak performance while contributing to the success of the task at hand.

Photo: Courtesy of Suncor Energy



# 2013 OUTCOMES AND KEY INDICATORS

## GOAL 4 ADVANCE ORGANIZATIONAL & FINANCIAL SUSTAINABILITY

### KEY PERFORMANCE MEASURES

	2012	2013
Percent of operating revenue from sponsorships, student awards, fee for service and donations (non-government)	64%	66%
Organizational Sustainability Fund	\$232,000	\$232,000
Capital Asset Replacement Reserve	-	-
Building Mortgage outstanding	\$229,600	\$207,200
Housing Units annual capacity	81%	85%

### HIGHLIGHTS

In light of the realities and opportunities present in today's marketplace, WBF believes its success during the next three years (and beyond) will be achieved by the following:

1. Evolving from an organization where growth is driven by creativity and opportunity, to an organization that is enabled by efficient processes and where growth is driven by focused direction.
2. Implementing a scalable business model by transforming its corporate knowledge into formalized business processes and systems that are internalized throughout the organization. A scalable business model will provide the launch pad for growth in current and new markets.
3. Focusing its resources on business development in a select group of markets that offer the most attractive opportunities. The results of an environmental scan confirmed that Alberta (and more specifically, the Capital Region, North East, and North West regions) will have an abundance of opportunity for years to come.
4. Leveraging the organization's core competencies in recruitment, training, student/grad support and partnership development to significantly increase the scale of graduates and program scope, increase the number of apprentices and their rate of completion, and meet employer staffing needs.
5. Recognizing that a funding relationship with government will almost certainly be necessary in order to continue to serve an important client sub-group: underemployed and unemployed women; but dependency on government funding must be mitigated via growth of alternative revenue sources.

These five strategic priorities have been further refined into three "SMART" goals (Specific, Measurable, Achievable, Relevant, and Timely) that will guide the 2014 – 2016 Strategic Plan:

1. Employer Services: Increase the number of women recruited for employers.
2. Services for Women: Increase the number of women accessing WBF programs and services to explore, prepare, enter and be successful in a trade.
3. Enhance financial and organizational sustainability.

Staff continued to integrate safety as a vital part of WBF's organizational culture. During 2013, WBF introduced a series of videos addressing Risk Tolerance to our students and staff. Risk Tolerance is now part of the WBF curriculum for all students. For the fourth year in a row, there were no lost time accidents.





## PROUD MOMENTS

### KIM

APPRENTICE STRUCTURAL STEEL AND PLATE FITTER, TFL INDUSTRIAL

Kim Schenkenfelder came to WBF as a 25-year old mother of three determined to give her children the best life possible. While working as a bartender, she started thinking about her career and how she was going to make enough money to be able to afford to provide them with everything they needed.

After researching for a program that offers to help women be in the trades, she found WBF and knew this is what she wanted to do to help her achieve her goals. "The four months of school was the most intense, motivating, and the best adult time of my life," said Kim. "I learned so much about the program and about myself and what I can accomplish. I don't regret anything about my experiences there and I recommend the program every chance I get."

For Kim, one of the most challenging aspects about the program was science and having to learn it all over again. But with the help of her lead coach and plenty of hard work on Kim's part, she pulled through with flying colours.

Now that she has graduated, Kim works as an indentured first year structural steel and plate fitter at TFL Industrial. She is the very first WBF graduate to work there, but she is quick to add that she won't be the last. "WBF has given me the tools and the skills I need to be a confident and proud tradesperson," said Kim.

Kim is very proud to have come so far in a short amount of time, and is also proud to be a mentor to any other WBF women coming into the trades.






WBF/Imperial Heavy  
Equipment Operator  
students at the Inland  
Aggregates (a division of  
Lehigh Hanson Materials  
Limited) training site,  
March 2013.

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"THE WBF PROGRAM HAS DEMONSTRATED SUCCESS  
IN DEVELOPING WOMEN FOR CAREERS IN HEAVY  
INDUSTRY. FOR IMPERIAL, THIS IS AN INVESTMENT  
IN OUR COMPANY'S FUTURE AND IN THE LIVES OF  
WOMEN WHO WILL BENEFIT FROM THE PROGRAM."

Glenn Scott, Senior Vice-President, Resources Division, Imperial



# SUPPORTERS

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## Strategic Partners

LIFT Philanthropy Partners      Suncor Energy Foundation

## Workforce Development Partners

Alberta Construction Safety Association	Construction Owners Association of Alberta	Lafarge	Rocky Mountain Equipment
Alberta Innovation and Advanced Education, Apprenticeship and Industry Training	Emeco	Ledcor Group	SMS Equipment
Alberta Roadbuilders and Heavy Construction Association	Finning (Canada)	Mammoet Canada	SureHire Occupational Testing
	Imperial	Merit Contractors Association	TFL Industrial
	Lehigh Hanson Materials Limited	NC Equipment Ltd.	United Rentals
		The Progressive Contractors Association of Canada	Weinrich Contracting Ltd.

## Student Support

Canadian Women's Foundation      Northern Gateway Pipelines      Suncor Energy      Union 52 Benevolent Society

## Opportunities For Women In Construction Awareness Campaign

<b>PREMIER SPONSOR</b>	Cenovus Energy	Shell Canada
CLAC	Mammoet Canada	Total E&P Canada

## Government

Alberta Aboriginal Relations	Alberta Innovation and Advanced Education	Status of Women Canada	Western Economic Diversification Canada
Alberta Culture and Community Services	Human Services – Alberta Works Northeast Region	The City of Edmonton, Family and Community Support Services	
Alberta Human Services			

## Donors

Edwin & Leona Bridges	Anna M. Dawyd	Lindsay Ferguson	LIFT Philanthropy Partners
Cenovus Energy	Joette Decore	Laureen & Elmer Haack	Mediactive
CIBC	Edmonton Community Foundation	Leduc-Nisku Economic Development Authority	Suncor Energy Foundation
ConocoPhillips Canada			



# WBF SUPPORTERS & SUPPLIERS

Accountemps	Direct Energy	Marks Work Warehouse	Simply Design
Acklands Grainger	Echo Promotions	Marsh Canada	Sinclair Supply
Action Security Locksmiths	Edmonton Iron Workers' Union Local 720	McFarlane Amerlee Consulting Ltd	SMWIA (Sheet Metal Workers International Association) Local 8
Alberta Industrial & Safety Supply	Enform	Mediacorp	SnoGlobe Communications
Alberta Ready Mix Concrete Association	EPCOR	Mediactive	Sparkling Clean Janitorial Services
Allied Refrigeration & Air Conditioning	Expert Casino Advisors	Mercon Benefit Services	Spectrum Safety Services
Aquarius Water Hauling	Gennaro Transport Training	Meridian Fire Protection	Startech Mechanical Ltd.
Arrow Welding & Industrial Supplies Inc.	Graham Construction	ModSpace	Superior Propane
As Per Safety & Rescue	Grand & Toy	NAIT Department of Corporate and International Training	TallGuy
ATB Financial	Gregg Distributors	NC Equipment Ltd	Telsco Security Systems
Bell	Gruvpix	Olds College	Telus
Bergie's Pumping & Vacuum Service Ltd	Hazmasters	OTIS	The Aboriginal Multi-Media Society (AMMSA)
bluefishstudios	High Velocity Equipment Training College	Parlee McLaws LLP	The Cat Rental Store
Bow Valley College	Hok Nik Creative Inc.	Patcher Energy Management Ltd.	The Edmonton Financial Literacy Society
BPS Protective Services K-9 Inc.	Home Depot	Peterson Walker LLP Chartered Accountants	The Home Program
Budget Car and Truck Rental of Edmonton	Imperial Parking	Pioneer Press Ltd.	United Association of Plumbers & Pipefitters Local Union 488
Buzz Events	Industrial Alliance	PitneyWorks®	University of Alberta
CAREERS: The Next Generation	International Brotherhood of Boilermakers Local 146	Praxair	Viterra Canada
Ceridian	International Brotherhood of Electrical Workers Local 424	Ram Mechanical Plumbing & Heating	Wade Engineering Ltd.
C-Far and Associates	International Union of Operating Engineers Local No. 955	Rapid Transit Mix, Inc.	WCG International HR Solutions
Charity Village	Jenkins Safety Consulting	RFS Canada	Western Canada Fire & First Aid Inc.
Choice Office Personnel Ltd.	Jetco Mechanical Limited	Robert Half	Wolseley Mechanical Group
Competitive Edge Media Group Inc.	Jrod Electrical Ltd.	Rona	Workopolis
Corporate Express	Keytech Water Management	Royal Caretaking Supplies Inc.	Wylie Stafford
Corvus Business Advisors	LaGrange Mechanical Services Ltd.	Russell's Plumbing	Xerox
Crescendo Properties	Lowe's	Safety Coordination Services	Yardstick Technologies
Crockett Communication Inc.	MacEwan University Corporate Wellness and Health Services	Safety West Inc.	YWCA Edmonton
Cunningham Transport Ltd.		Segue Systems	
Days Painting Supplies		Servus Credit Union	
		Shred-it	

***We thank those individuals who directed their United Way donations to WBF.***

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

# WBF WORKFORCE EMPLOYERS

5 Blue Process Equipment Inc.  
A&A Trenching  
ACE Vegetation Service  
Acorn Welding Ltd.  
Action Electrical  
Alberta Beach - Public Works  
Alberta Cabinet Manufacturers  
Alberta Modulares Inc.  
ALCO Gas & Oil Production  
Equipment Ltd.  
Alliance Excavating Ltd.  
Alpine Heating Ltd.  
Al's Contracting  
Alta Fab Structures Ltd  
Altair Contracting  
Always Plumbing & Heating  
Anderson Sheet Metal Ltd  
Aquarian Renovations  
Aramark Services  
Arpi's North Inc.  
Arrkann Trailer & RV Centre  
Artistic Stairs  
Aspen Custom Trailers  
ATCO Structures & Logistics  
Auburn Rentals  
BAC Trailer Ltd.  
BFI Constructors  
BHP Billiton  
Bailey's Welding and Construction Inc.  
Blacktop Paving Inc.  
Border Paving Ltd.  
Boucher Contracting Ltd.  
Bradken Limited  
Britco Building Systems Inc.  
Brookfield Residential Properties Inc.  
Brytex Building Systems Inc.  
Burlington Resources  
CampCorp Canada  
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.  
City of Edmonton  
Clark Builders  
Cleanit Greenit Composting System Inc  
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.  
Deason Inc.  
Delnor Construction Ltd.  
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  
Fillmore Construction Management Inc.  
Fire Protection Inc  
Fort McKay First Nations  
Frontier Valve International Ltd.  
Fuller Austin Inc.  
Gar-Don Steel Industries Ltd.  
Gary Carter Excavating Ltd.  
Gateway Mechanical Services  
Gemini Corporation  
Genax Metal Manufacturing Limited  
Get Wired Electrical Services Ltd.  
Golosky Trucking & Contracting LP  
Good News Auto Ltd.  
Graham Construction  
Green Lantern Electrical  
Greg's Contracting Services Ltd.  
Guest Controls Ltd.  
Habberjam Mechanical Ltd.  
Heart Lake First Nations Construction Ltd.  
High Line Electrical Constructors 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.  
Jetco Mechanical Limited  
JLE Electrical Ltd.  
JV Driver Projects Inc.

KMC Mining Corporation  
Kel's Electrical Contracting Ltd  
Kingdom Kats Ltd.  
Kitnuna Projects Inc.  
Krawford Construction Inc.  
L.A.Brayer Industries Ltd.  
Lafarge Canada Inc.  
Laird Electric  
Lakeshore Construction  
Ledcor Industrial Projects Ltd.  
Leder Steel  
MCL Group  
Mammoet Canada  
Manderley Turfgrass  
Mantels Plus More Custom  
Woodworking Ltd.  
Master Mechanical Plumbing and  
Heating  
Maximum Impact Renovations  
MetalBoss Technologies  
Midas Edmonton  
Milron Metal Fabricators Inc.  
Milton-West Construction Ltd.  
Modus Structures  
Mogo Electrical Services Ltd.  
Morgan Construction &  
Environmental Ltd.  
Motion Machinery Ltd.  
Muth Electrical Management Inc.  
Nardei Fabricators  
National Oilwell Varco  
Neidig Electric Ltd.  
Newforce Energy Services  
Nip's Contracting Ltd.  
Nordic Mechanical Services Ltd.  
Norfab Mfg  
Norwood Seniors Housing Association  
O'Hanlon Paving Ltd.  
Omniletric Electrical Services  
Packers Plus - Edmonton Rapid Tool  
Development  
Paradise Mechanical Services  
Park Derochie  
Park Paving Ltd.  
Patrik's Water Hauling Ltd.  
PCL Constructors Inc.  
Phoenix Industrial Ltd.  
Pidherney's Trucking Ltd.  
PME Inc  
Powell Canada Inc  
PowerComm Inc.  
Predator Plumbing & Heating Ltd.  
Pride Oak Kitchens Ltd.  
PTI Group Inc.  
Put It Up Construction  
Pyramid Corporation  
QSI Interiors Ltd.  
RGM Contracting Inc.  
RKT Contracting  
RWG Services  
Rapid Transit Mix

Riese Built  
Rio Tinto - Diavik Diamond Mines Inc.  
Road Train Oilfield Transport Ltd.  
Rotating Right  
Roy Industries  
Royer Developments Ltd.  
RWG Services  
Schendel Mechanical Contracting Ltd.  
Schneider Electric  
Schroder Oilfield Services  
Seed Hawk  
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.  
Suncor Energy Inc.  
Sureway Construction Management Ltd.  
Swamp Cats Ltd.  
Synergy Projects Ltd.  
System One Manufacturing Inc.  
T&T Trucking Ltd.  
TC Holdings  
TFL Industrial  
T.K.O. Electrical Contracting Inc.  
T Leonard Electric Ltd.  
Tahk Projects Ltd.  
Talisman Energy Inc.  
Tarpon Energy Services Ltd.  
Teck Coal Limited  
Territorial Electric Ltd.  
The Neck  
Tiger Electric Ltd.  
Totem Welding Co. Ltd.  
Truck Evolution  
UPS  
URS  
University of Alberta  
Up-To-Code Mechanical Ltd.  
VanCo Builders Inc.  
Vets Sheet Metal  
Waiward Steel Fabricators Ltd.  
Wapiti Construction and Maintenance  
Services  
Weinrich Contracting Ltd.  
Weiss-Johnson Heating, Air-  
Conditioning and Sheet Metal  
Weldco-Beales Manufacturing  
Western Camp Services  
Western Truck Body Manufacturing  
Westways Contractors  
Whitemud Ironworks Ltd  
Winroc  
Woodtech Ventures Ltd.  
WorleyParsonsCord Ltd.  
Ye Olde Plumber Ltd.

# WOMEN BUILDING FUTURES SOCIETY

## STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2013

	December 31 2013	December 31 2012
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash	\$ 1,688,261	\$ 1,237,809
Short-term investments	1,500,000	110,000
Accounts receivable	147,802	136,700
Prepaid Expenses	18,843	13,044
	3,354,906	1,497,553
<b>RESTRICTED CASH</b>	267,000	267,000
<b>PROPERTY AND EQUIPMENT</b>	8,769,363	9,226,453
	\$12,391,269	\$10,991,006
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued liabilities	\$ 166,492	\$ 151,774
Deferred contributions related to operations	2,316,644	652,304
Deferred revenue	614,031	430,522
Callable debt obligations	438,446	475,284
	3,535,613	1,709,884
<b>DEFERRED CONTRIBUTIONS RELATED TO PROPERTY AND EQUIPMENT</b>	7,583,428	8,000,496
	11,119,041	9,710,380
<b>NET ASSETS</b>		
Invested in property and equipment	747,489	750,673
Internally restricted	267,000	267,000
Unrestricted	257,739	262,953
	1,272,228	1,280,626
	\$ 12,391,269	\$10,991,006



# WOMEN BUILDING FUTURES SOCIETY

## STATEMENT OF OPERATIONS

YEAR ENDED DECEMBER 31, 2013

	2013	2012
<b>REVENUE</b>		
Tuition fees	\$1,477,977	\$1,246,432
Grants	859,389	875,654
Fee for service	498,561	96,262
Sponsorship	316,303	535,761
Housing	280,194	251,176
Other	66,540	52,009
Casino	64,120	0
Donations	38,251	64,792
Interest	11,273	8,536
	3,612,608	3,130,622
<b>EXPENSES</b>		
Salaries and benefits	1,591,915	1,387,423
Program costs	876,334	439,668
Marketing and advertising	407,591	591,897
Occupancy	157,131	138,556
Administrative	144,371	119,357
Professional fees	128,875	153,066
Family and Community Support Services	111,524	111,524
Technical support	61,958	52,856
Travel	58,516	47,464
Miscellaneous	11,429	5,817
Interest on callable debt	10,684	10,193
Bad debts	6,500	0
	3,566,828	3,057,821
<b>REVENUE OVER EXPENSES BEFORE AMORTIZATION</b>	45,780	72,801
Amortization of deferred contributions related to property and equipment	417,068	418,238
Amortization of property and equipment	(471,246)	(502,634)
	(54,178)	(84,396)
<b>REVENUE UNDER EXPENSES</b>	\$ (8,398)	\$ (11,595)





# 2013 BOARD OF DIRECTORS

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JudyLynn Archer  
President & CEO  
Women Building Futures

Sharon Bell (Chair)  
Consultant and Instructor

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

Anna Dawyd  
(Treasurer/Chair Audit Committee)  
Consultant

Angela Armstrong  
(Chair Governance Committee)  
Prime Capital Group

Joette Decore (Director)  
The Churchill Corporation

Shawna Boreen  
Oil City Crane Service Ltd.

Trina Gendall (Director)  
Manasc Isaac

Yvonne Walsh (Director)  
Laricina Energy Ltd.

Laura Lunt (Director)  
Pembina Pipeline Corporation

Kathy Anders (Director)  
First Foundation Insurance Inc.

Karey Spenst (Director)  
Exec HR Consultant/Small Business Owner

Beverly Nalder (Director)  
Clark Builders

## OUR VISION

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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***  
***Work Proud***

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**Email** [reception@womenbuildingfutures.com](mailto:reception@womenbuildingfutures.com)

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