



Teams with an equal gender mix perform better in terms of sales, profits and earnings per share.¹

Gender parity is not just a movement... from closing labour gaps and talent shortages, to maximizing profits, diversity and inclusion just makes sense. That is why Build a Dream works closely with industry and education to empower female students to pursue careers in fields where women are currently underrepresented. Since 2014, the organization has engaged 7,000 parents and their daughters through specialized programming that highlights careers in five areas;

1. Skilled Trades: Construction, Industrial, Motive Power
2. STEM: Science, Technology, Engineering and Math
3. Emergency Response
4. Entrepreneurship
5. Advancing Women in Society: Leadership, Politics, Sports

We Stand Out

- **Variety.** Our events cover a diverse range of industries and we ensure that all resources are available in one place.
- **Engagement.** We involve parents first. As a child's number one career influencer, we find that including parents leads to greater turnout, interaction, and buy-in.
- **Expertise.** In addition to staff having backgrounds in manufacturing, technology, education, and recruitment, we utilize all of our strengths to provide events with high added value.
- **Communication.** To ensure that our programming is beneficial to everyone involved, we continuously network with industry, education, and government (at all levels).
- **Excitement.** Our programming is in high demand and waiting lists are the norm. We also ensure events are inspirational and FUN!

"The event you and your team held was FANTASTIC!! I have never seen so many parents and daughters interested in careers. I have been to numerous 'exposure' events for young people, and by far the Build a Dream events have been the most unique I have seen. Congratulations to you and your team for working on something special."

*Colleen Dignam, Provincial Training Coordinator, **The Carpenters' Union***

Go Nationwide With Us

- **Reach.** Build a Dream receives an overwhelming number of requests for speaking engagements and event hosting. By 2021, we will take our message to Ontario, Alberta, and British Columbia.
- **Recruitment.** Having troubles filling positions? Many of our programs put you face-to-face with your future workforce so you can and help funnel skilled candidates into your talent pipeline.
- **Exposure.** Recruiting talent is a top priority for many companies. Use Build a Dream programs to leverage what you are already doing to create a diverse and inclusive environment.

WWW.WEBUILDADREAM.COM

¹ Hoogendoorn, Oosterbeek, van Praag, *The Impact of Gender Diversity on the Performance of Business Teams* (Amsterdam: Tinbergen Institute, 2011)