

Since 2014, Build a Dream has engaged 7,000 parents and their daughters through specialized programming that highlights careers in skilled trades, STEM (Science, Technology, Engineering and Mathematics), emergency response, entrepreneurship, politics and leadership. Build a Dream's main focus is working closely with school boards to deliver signature career expos that offer an all-encompassing look at career planning.

Whether your students are headed to apprenticeship training, college, university or directly to the workplace, Build a Dream can help families make informed career choices by exploring all of the opportunities available.

## WHY IT WORKS

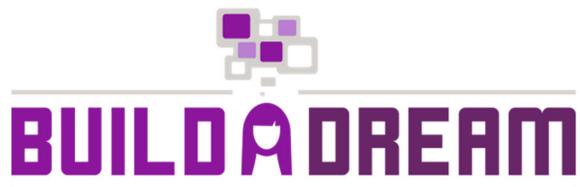
- **Engagement.** Parental engagement is high. As a child's number one career influencer, we find that including parents leads to greater turnout, interaction, and buy-in. Events are held in the evening, but turnout is great as these families *want* to spend their free time learning more about future pathways.
- **Alignment.** Build a Dream aligns with school board mandates to increase SHSM numbers, grow the number of females in OYAP, and connect students to industry/business to learn about a variety of opportunities in the workforce.
- **Variety.** Our events cover a range of industries and different ways to achieve success. We ensure that all resources are available in one place and include speakers, networking with employers, and hands-on activities to suit all types of learners.
- **Excitement.** We have a strong brand that attracts an audience and our programming is in high demand (waiting lists are the norm!). We also ensure events are inspirational and FUN with a career photo booth, door prizes, SWAG, and a scholarship giveaway.
- **Level of Comfort.** Students who have yet to explore opportunities like OYAP feel comfortable approaching speakers *with* their parents to ask questions and learn more.
- **Low Risk.** Build a Dream books the venue and takes care of all logistics including setup/teardown, speakers, food, and volunteers.
- **Quality.** In addition to staff having backgrounds in manufacturing, technology, education, and recruitment, we utilize all of our strengths to provide professional events.

**BUILD A DREAM**

**ARE YOU INTERESTED  
IN BRINGING THE  
BUILD A DREAM  
EXPERIENCE  
TO YOUR REGION?**

Contact our team  
for more information.

ONTARIO YOUTH APPRENTICESHIP PROGRAM  
Live the skilled life!  
Outils-toi pour la vie!  
Connecting Students to Opportunities in the Skilled Trades  
WELLINGTON CATHOLIC REGION DSB  
CAREER EDUCATION COUNCIL  
UPPER GRAND DSB  
ONTARIO YOUTH APPRENTICESHIP PROGRAM  
PROGRAMME D'APPRENTISSAGE POUR LES JEUNES DE L'ONTARIO



## INDUSTRY FEEDBACK

"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***

"[In our region], Build a Dream is without a doubt the single largest contributor to the awareness that we have in our schools when it comes to young women and STEM. The impact it has had and could have is enormous if we can engage, harness, and retain, women for all the STEM-related skilled trades. Build A Dream has been right in the middle of it and has the potential to change the course of manufacturing in Canada."

*Jon Azzopardi, Chairman, **Canadian Association of Mouldmakers***

## STUDENT FEEDBACK

"Now I have a better idea of what courses and areas I should focus on in my studies..."

"Very helpful to talk to someone in that field, who went through the schooling."

"I became interested in different things that I never thought of."

"I have a learning disability and what they said hit me because I'm hands-on that is how I learn."

"It was a very educational and fun way to learn about our career choices."

## PARENTAL FEEDBACK

"The speakers shared real stories, talked about universal challenges and decision points. These are helpful and inspiring no matter what career the kids choose to pursue."

"Careers I never knew existed."

"There should be more events like these."

## SCHOOL BOARD FEEDBACK

"In the spring of 2017, I had the pleasure of hearing Nour Hachem-Fawaz speak about the work she had been doing in the Windsor area with Build a Dream. The passion she has for this movement is so inspiring that I knew we had to bring this event to London. It is so perfectly aligned with our OYAP goal to encourage more females to consider a career in under-represented trades.... From an OYAP perspective, this is the most successful event that we have ever hosted."

*Jennifer Ingratta, OYAP Project Leader, **London District Catholic School Board***