



ATTRACT



RECRUIT



RETAIN



ADVANCE

WORKING TOGETHER TO BUILD THE FUTURE WORKFORCE.

Build a Dream is a national non-profit organization dedicated to the advancement of diversity and inclusion initiatives. Our mission is to ensure that equitable opportunities exist so EVERYONE can achieve their full career potential.

Since our inception in 2014, we have delivered programming for young women that inspire, build confidence, fill skills gaps, and offer new perspectives on how to diversify the workforce.

Working with business and industry, community leaders and our educational partners, we work to promote career opportunities in sectors that are traditionally under-represented by women: skilled trades, STEM (science, technology, engineering, math), emergency response, entrepreneurship, and the overall advancement of women in society.

Through our virtual conferences, workshops, in-person career expos, and more, Build a Dream provides the spark that can ignite a young woman's interest and passion in a career they might not have otherwise explored.

OUR TARGET AUDIENCE:

- ▶ Young women Grades 5 – 12
- ▶ Parents
- ▶ Apprentices and post-secondary students
- ▶ Female professionals and male allies
- ▶ Business, Industry, and Education

IMPACT REPORT

MEDIA EXPOSURE

Guest on **3 PODCASTS** | **28 FACEBOOK LIVES** with women in the industry



20,000

Combined followers across social platforms



Launched podcast **"PERFECTLY UNFILTERED"**

TV & PRINT COVERAGE: Calgary Morning Live, CBC Canada, Manufacturing & Automation, London Metro, Windsor Star, The Drive, Biz X Magazine

SPEAKING ENGAGEMENTS

University of Windsor Keynote, Enbridge Diversity & Mentorship Panel, International Women's Day, Canadian Apprenticeship Forum, City of Mississauga, Ontario Council for Technology Education

Canadian Apprenticeship Forum National Strategy for **WOMEN IN SKILLED TRADES LEADERSHIP COMMITTEE.**



GROWTH

- ▶ From one in-person event in 2014 to 15 Career Discovery Expos, 10 Virtual Discovery Expos in 2020.
- ▶ 2021 will see growth in Virtual Career Discovery Expos. Watch our website for details!
- ▶ Staff Offices in Toronto and Windsor, Ontario.
- ▶ Co-authored 2 children's books
- ▶ Launched Merchandise Store.



EVENTS & EDUCATION

- ▶ 15 in-person Career Discovery Expos in Ontario **14,000 + ATTENDEES**
- ▶ 10 "virtual" discovery expos across the country **8,500 + ATTENDEES**
- ▶ Celebrate **INTERNATIONAL DAY OF THE GIRL** 2018, 2019, 2020
- ▶ Launched our **CAREER DISCOVERY** & confidence building workshop



PARTNERSHIPS

- ▶ **10** Corporate Partners
- ▶ **160** Event Sponsors
- ▶ **6** Funded Grants
- ▶ Hundreds of School Boards, Educators, Unions, Associations, and Industry Leaders support our mission.
- ▶ **\$728,000** Government of Canada, Skilled Trades Awareness and Readiness Program

COLLABORATIONS WITH:

WBLC - Work Based Learning Consortium (Women in Manufacturing)

CAF - Canadian Apprenticeship Forum

TRILLIUM Network for Advanced Manufacturing Research

RISE Windsor-Essex



**INVESTING IN BUILD A DREAM
= INVESTING IN BUILDING &
DIVERSIFYING YOUR WORKFORCE.**

SPONSOR BENEFITS

PLATINUM
\$50,000

GOLD
\$35,000

SILVER
\$25,000

BRONZE
\$15,000



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Corporate logo on all platforms (Build a Dream website, all virtual expos, and special events) for duration of sponsorship.	✓	✓	✓	✓
Opportunity to provide speakers for the Dream Maker Panel at Virtual Expos.	3	2	1	1
Opportunity for a "Virtual Booth" to be displayed at all Virtual Expos for duration of the sponsorship. Content includes links to your corporate web site, corporate videos, brochures, and contact names of key people in your company who would interact with students.	✓	✓	✓	✓
Ad in the Build a Dream "Career Guide" which is distributed post-event to every attendee of Virtual Career Discovery Expos.	full page	full page	1/2 page	1/4 page
Opportunity to provide content in the Virtual Event Newsletter, sent out after each event.	✓	✓	✓	✓



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A corporate-branded "Experience Box" which would be filled with local/ or Canadian sourced products and promoted at one event in the year.	✓			
VIP Tickets to International Day of the Girl event	10	10	5	2
Invitations to other Build a Dream-created events that celebrate women. (Eg. International Women's Day, Provincial or National virtual events)	✓	✓	✓	✓
Opportunity for women in your company to participate in our Podcast or Facebook Live interviews.	2	1	1	1



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Social Media Posts - Build a Dream will create posts that include your company logo, share your posts, and tag your company. Report cards on activity will be communicated semi-annually (Winter/Spring; Fall)	5	4	3	2
Opportunity to submit content for BAD Blog	✓	✓	✓	✓
Opportunity to develop additional promotions or partnership programs as they become available.	✓	✓	✓	✓