

## How do you help women access high-paying, in-demand trades careers? Give them tools to succeed

Tool bag giveaway includes access to support network to retain women in skilled trades

(May 6, 2021 – Windsor, ON) Nearly a year in the making, Build a Dream, in partnership with WFS Ltd. and Milwaukee Tool, are excited to launch #HerPower Tools, a program designed to encourage young women to pursue a career in the skilled trades.

Build a Dream's President & Founder, Nour Hachem-Fawaz thought of the idea in 2017, and was hoping to get tools in the hands of all attendees of the organization's successful career discovery expos (pre-Covid) but the high cost was definitely a factor. So the national non-profit sat down with two amazing partners to determine the best way to make the dream a reality for 100 lucky recipients.

"We want to equip young women with actual tools when they start their trades journey but we also wanted to provide more than just *physical* tools," says Hachem-Fawaz. "They're going to belong to our network and have access to role models, mentors, industry reps wanting to diversify their workforce, and educators that have unique opportunities to share. We're giving access to the tools and networks to help women thrive in their career journey."

Young women and gender non-conforming students who apply to the #HerPower Tools program have a chance to win one of 100 tool bags filled with job starter essentials (a \$150 value) like a hammer, tape measure, impact driver set, utility knife, and more.

Hachem-Fawaz: "This ties in with Build a Dream's #HerPower campaign launched earlier this year, encouraging young women to define their own power, use their voice and their platform to achieve any goal they want to."

The program will run from May 2021 to May 2022. Applicants must submit a brief story of why they are pursuing trades and agree to share their career progress in 3 meetings over the period of 1 year. Build a Dream hopes that by providing support and giving women somewhere to turn when they have questions, more women will not just enter the trades, but they'll also stay.

"Not only are we going to celebrate access and opportunities for young women to thrive in skilled trades, we are literally playing a role in their journey to ensure that every young woman that enters a trade *succeeds*."

**Build a Dream, in partnership with WFS Ltd. and Milwaukee Tool, are excited to launch #HerPower Tools, a program designed to encourage young women and gender non-conforming individuals to pursue high paying jobs and in-demand career pathways within the trades. The program's goal is to provide resources and encouragement for individuals who are under-represented in these pathways and may leave a program if they are unsure of where to find support. Individuals who have registered for an apprenticeship or skilled trades-related program can apply for the chance to win one of 100 tool bags filled with job essentials (a \$150 value!), and become part of a network with access to role models, mentors, coaches and other career supports. The program runs May 2021 to May 2022 and a brief application is required, along with a commitment to meet 3 times in 1 year to track the participant's journey. The program is open to all Canadian residents who fit the program criteria and tool bags will be mailed to 100 selected participants. Details about the program and the application are available at: [webuildadream.com/herpowertools/](http://webuildadream.com/herpowertools/)**

## Quick Facts

- In Ontario, women make up only 7 per cent of employment in trades, transport and equipment operators, and related occupations. ([Province of Ontario](#))
- “Keeping pace with the demand for skills and workforce certification will require attracting 167,739 new apprentices over the next five years. The current job pool is not sustainable without concrete efforts to bring in populations that are currently severely underrepresented: namely women, Indigenous peoples and people with disabilities.” ([Maclean's / Canadian Apprenticeship Forum](#))
- “[A]mong those who do pursue vocational training, many have a hard time finding mentors and employment sponsors, and often have to deal with unwelcoming workplaces.” ([Maclean's](#))

## About Build a Dream

Build a Dream is an organization with a powerful initiative that attracts, encourages, and empowers female students to explore careers in skilled trades, STEM (Science, Technology, Engineering, Math), emergency response, leadership, and entrepreneurship. Through specialized, data-driven programming, the organization works to connect industry, education, government, and families to amplify young women, highlight careers in fields under-represented by women, and spotlight strong role models. They are a catalyst for workforce development, driving to create diverse, inclusive, and equal opportunities for all girls and women.

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