

Photoshoot aims to break down gender stereotypes

Build a Dream enlists professional to create photo bank of images for media & org use

(Windsor, ON -- August 30, 2021) In an effort to help break down gender stereotypes about certain types of jobs, Build a Dream has partnered with professional photographer Heike Delmore to capture images of professional women working in careers where they are often underserved.

“We need to confront how others see these jobs and also how young women see themselves,” says Nour Hachem-Fawaz, President & Founder, Build a Dream.

Build a Dream encourages and empowers young women to explore all career opportunities available to them and it has struggled to find stock photos that accurately portrayed women working in the careers that the non-profit highlights: skilled trades, STEM (science, technology, engineering, mathematics), emergency response, entrepreneurship, and leadership.

Photographer Heike Delmore had worked on several projects with Build a Dream and donated her time and talent to the Women in Industry series. When asked why she would gift her services, Delmore says, “After getting my Hon B.Sc. I continued on to study computer programming and mixed it with my love for design. At the time there weren't very many women in that industry. Bringing more awareness and visibility to these industries, I believe will make a huge difference in the future.”

Hachem-Fawaz says that for many industries -- particularly those facing skills gaps -- it's time to show off the opportunities that are out there. “It's time to highlight women in these roles. We also need to make connections for students and families to demonstrate that there are multiple ways to reach your dreams.”

“As a catalyst for workforce development, why not be the first to create these images and make them available to others? We have offered to share the photo bank with the media, as well as with organizations also working towards equitable workspaces, and the response so far has been amazing.”

At their popular career discovery expos, Build a Dream often talks to students about their desire for a job that ‘helps’. Many families are not aware of the vast list of careers available, and are encouraged to discover that nearly every job makes a significant impact on the lives of others.

Delmore agrees, “In high school math class, for example, if students learned why they were memorizing formulas and how these formulas could be applied to creating an exciting product or making a difference in the world we would see women getting involved.”

“I believe that if more young women were aware of how math and science can lead them into exciting careers and industries we would see more women in these positions.”

The initial Women in Industry shoot held in Windsor, Ontario, covered a variety of careers over a two-day span. Two more photo sessions will be held across Ontario this fall to build the photo bank up, allowing young women from all backgrounds to finally start seeing themselves represented accurately in photos profiling high-demand, stable careers. Media and organizations that wish to access the photo bank can contact Build a Dream at info@webuildadream.com.

About Build a Dream

Build a Dream is an organization with a powerful initiative that attracts, encourages, and empowers young women 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, spotlight strong role models, and acts as a catalyst for workforce development, driving to create more diverse and inclusive spaces.

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