



Presented By:



DREAMER DAY IMPACT REPORT

Date: Wednesday, October 22, 2025

Time: 9:30 AM – 2:00 PM

Location: Enercare Centre, Toronto, Ontario

Dreamer Day 2025 brought together thousands of students, educators, employers, and industry leaders for a day of inspiration, exploration, and empowerment. As Build a Dream's flagship event, Dreamer Day 2025 is in its fourth year and is one of Canada's largest career discovery experiences focused on women and girls in skilled trades, STEAM, emergency response, entrepreneurship, and leadership.

"I found the emergency response activity the most engaging. Being able to see and experience inside of the ambulance was interesting and cool."

- Cherie, 15, high school student*

"Our hands-on activity is very popular with the students, especially the soldering project."

- exhibitor



A MESSAGE FROM OUR FOUNDER



Dear Dreamer Day community,

Each year, Dreamer Day reminds us of the extraordinary power of possibility. What begins as curiosity in the minds of thousands of young women can grow into a lifetime of purpose, innovation, and leadership.

This year, we witnessed that spark once again: rooms full of students asking bold questions, exhibitors offering hands-on experiences, and sponsors investing not just in an event, but in the future of Canada's workforce. Together, we are creating a world where talent knows no gender, and opportunity is open to all.

When I founded Build a Dream, it was with a simple conviction: representation changes everything. When girls see women designing bridges, repairing aircrafts, leading construction crews, or founding companies, it expands their sense of what's possible. And when employers, educators, and governments come together to champion inclusion, the impact extends far beyond one day: it shapes industries, strengthens communities, and fuels our collective, uniquely Canadian prosperity.

Thank you to every teacher who brought your students, every company who shared your expertise, and every organization and individual who made this experience possible. You are helping to build a world where dreams turn into careers, and where women's leadership drives innovation across Canada.

Nour Hachem

Nour Hachem

Founder and President, Build a Dream

WELCOME TO DREAMER DAY

This year, Build a Dream welcomed 3,903 young women from school boards across the province to Dreamer Day. Each guest received an event passport describing the day's activities and encouraging her to explore the floor. Dreamer Day always begins with a pep rally; this year, mainstage speakers included Nour Hachem, Build a Dream's Founder and President; The Honourable Jill Dunlop, and The Honourable Charmaine Williams. Thank you to Board Chair Nkechi Nwafor-Robinson of EDC Canada for inspiring everyone with her story!

MCs Victoria Battams and Steph Plascott, both women working in the skilled trades, kept energy high all day, while on-the-go-host Meghan Pook took to the floor to interview exhibitors and participants. Meanwhile, participants attended two Dream Maker Panels where they heard directly from women in skilled trades, STEAM and emergency services about their career paths and the future of the workforce for women in Canada.

Dreamer Day is about discovery, but it's also about community. Selfie stations and interactive exhibits inspired guests to share their ideas, connect with each other and have some fun. Our Dreamer Day dance party capped off the day on a high note!

Thank you to all of our panel speakers for sharing your experiences

Maj. Marlene Shillingford – Aircraft Technician, Royal Canadian Air Force

Allison Chong – Technical Manager, Governance, Enbridge

Brandi Ferenc – Owner, Fair Trades Toolbox Inc.

Pauline Cranston – Licensed 309A Electrician, Canadian Union of Skilled Workers

Steph Plascott – Operations Field Advisor, Enbridge

Laurie Dorrington – Police Constable, Toronto Police Services

Antoinette C. Ellis - CEO & Co-Founder, ACE & Company Ltd.

Jade Joslin - 309A Electrical Apprentice, Spark Power

Siobhan Carlin - Regimental Sergeant Major with the Ceremonial Guard, Toronto Paramedic Services

Kalia Giuliano - District Procurement Manager, Peter Kiewit Sons ULC



BY THE NUMBERS

3,903

STUDENT LEADERS



+30%

VS DREAMER DAY 2024

24

SCHOOL BOARDS
REPRESENTED



+30%

VS DREAMER DAY 2024

245

EDUCATORS

60

EXHIBITORS

13

EVENT SPONSORS

GRADE 9-12

86% OF ATTENDEES

GRADE 7-8

14% OF ATTENDEES

91%

of participants said that Dreamer Day opened their minds to new career possibilities

75%

of students would consider careers in STEAM after attending Dreamer Day

50%

of students would consider pursuing the skilled trades after attending Dreamer Day

EDUCATORS ARE SAYING...

"Curiosity was a major outcome of the event. Students are still talking about [Dreamer Day] today, and it has opened their eyes to career options to trades and other fields. I thought it was excellent to have colleges and universities present, as it provided an opportunity for students to connect academics and careers, building a better understanding of their potential pathways. I am proud of the engagement my students demonstrated in exploring themselves. They truly took advantage of this opportunity to learn more about different sectors, and they improved their active listening skills during the panel sessions."

"My girls really appreciated the empowerment aspects of the speaker's speeches. What they experienced sparked their curiosity and risk-taking skills [as] most are very shy"

"The speakers were very pertinent, and the variety of learning experiences was excellent. The atmosphere was energizing and the vibes were welcoming."

"The hands-on aspect of the booth presentations was exceptional"

"My students were asking lots of questions and discovering careers that they didn't know existed."

"Having students engage with the employers is great practice for students."

"The exhibits were very hands-on. The students had a chance to connect with people in the industry to ask questions. Quotes included, "I'm excited to research more about skilled trades now" showing that they were engaged and curious."

EDUCATORS FEEL...

93%

of educators supported expanding Dreamer Day to serve female students in junior and intermediate grades, highlighting strong demand for broader reach.

85%

of educators rated the hands-on, interactive, and experiential components as effective or highly effective in supporting student learning, with more than half of all responses selecting highly effective.

81%

of educators indicated that the Dreamer Day programming was highly relevant to their students, describing it as very good or exceptional.

THE FUTURE IS IN YOUR HANDS: ACTIVATIONS ENLIVEN DREAMER DAY

It takes years of training to obtain the right certifications and skills to work safely in the skilled trades, STEAM and emergency response. But at Dreamer Day, our exhibitors offered hands-on exploration in a controlled environment. Here are a few examples from the Dreamer Day trade show floor.

HIMARK OCCUPATIONAL SKILLS TRAINING CENTRE LTD.

Build a hoola hoop from pex, solder copper pipe, and make buttons – all while learning about skilled trades.

MINING MATTERS

Participants tested seven minerals to determine hardness, magnetism, colour, lustre, conductivity, streak and cleavage. Participants were also challenged to match common products, with the natural resources they are made from.

TORONTO PARAMEDIC SERVICES

Watch a CPR demo and try on special operations equipment – then tour an ambulance to see what paramedics use in the field to respond to emergencies.

ENERCARE HOME SERVICES

Build a toilet (more fun than it sounds, we promise!), disassemble a furnace, and wire and turn on a light bulb to explore careers in plumbing, HVAC and more.

ASSURED AUTO

Paint a car in virtual reality to see what it's like to work in an autobody shop!

FIRST ROBOTICS CANADA

Code LEGO robots to complete a challenge, drive around medium sized robots to complete a task and interact with a large industrial sized robot that was designed and built by students (just like our participants).



DREAMER DAY SPONSORS

Thank you to the Dreamer Day 2025 sponsors. Your support enables young women to learn today so that tomorrow, they will lead.

Presenting Sponsor: Enbridge Inc.

Panel Sponsors: Canadian Armed Forces and Spark Power

Volunteer Sponsor: Spark Power

VIP Lounge Sponsor: Peter Kiewit Sons ULC

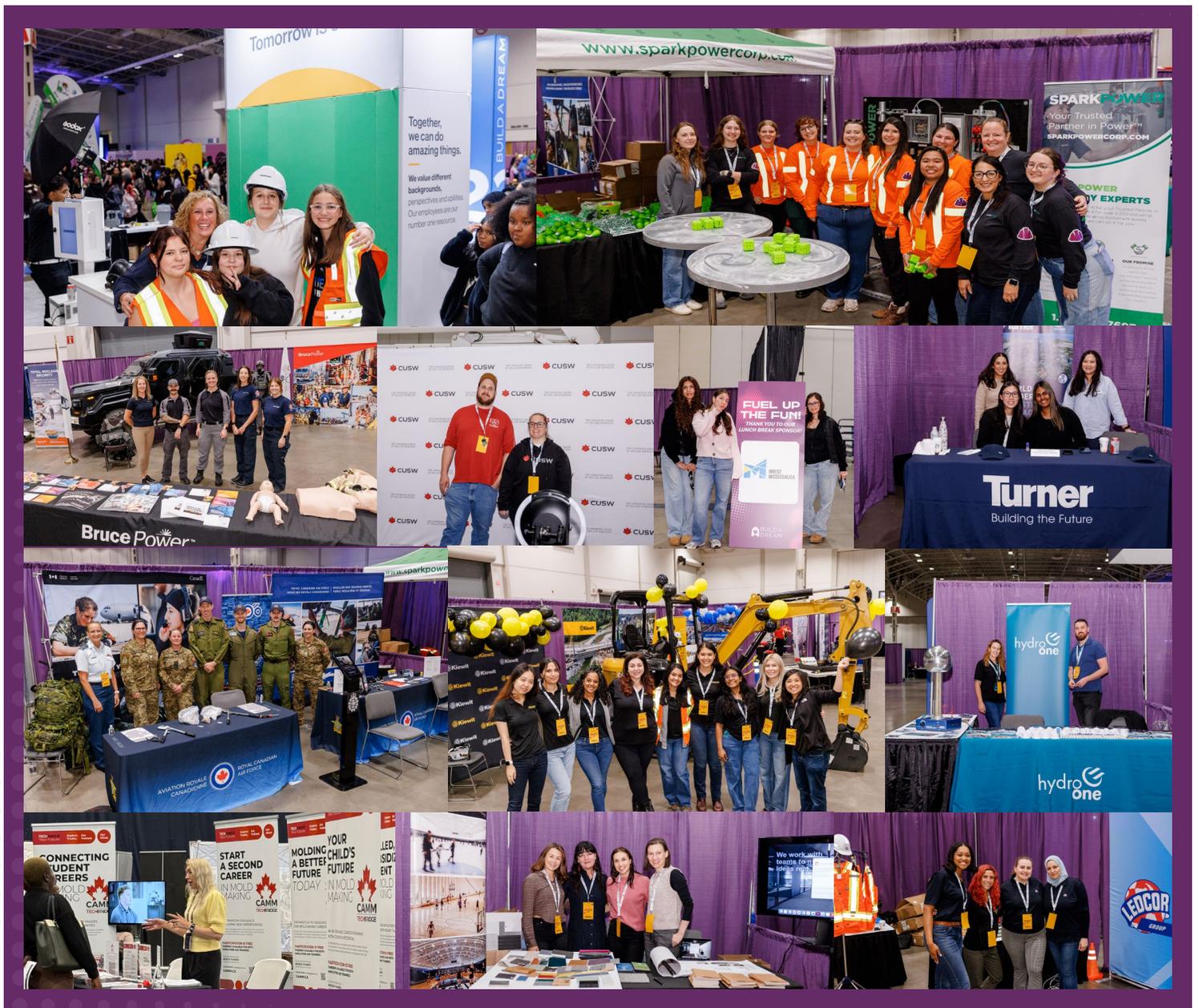
360 Photobooth Sponsor: Turner Construction

Lanyard Sponsor: Hydro One

Swag Bag Sponsor: Canadian Union of Skilled Workers (CUSW)

Lunch Break & Coffee Sponsor: Invest Mississauga

Dreamer Day Supporting Sponsors: MJMA Architecture & Design, Ledcor Construction, Canadian Association of Mold Makers, Bruce Power



SPOTLIGHT: ENBRIDGE

POWERING POSSIBILITY FOR THE NEXT GENERATION

For nearly a decade, Enbridge has stood beside Build a Dream in our shared mission to empower women and girls to pursue careers in skilled trades, STEAM, emergency response, entrepreneurship, and leadership. As one of Build a Dream's earliest corporate partners, dating back to 2016, Enbridge saw the potential of Dreamer Day from the start. Since 2022, Enbridge has proudly served as Presenting Sponsor, helping the event grow into one of Canada's largest career discovery events

At Dreamer Day 2025, Enbridge's presence was impossible to miss. Their signature mobile activation truck invited students to explore the technology and teamwork behind a modern energy company, while Enbridge team members shared their own career journeys and hands-on demonstrations. Two of Enbridge's trailblazing tradeswomen, Allison Chong (Technical Manager, Governance) and Steph Plascott (Operations Field Advisor), joined the main stage to inspire thousands of students. Steph was also returning as co-MC alongside her best friend Victoria Battams whom she first met while speaking on a



Enbridge's continued investment reflects their commitment to inclusion, mentorship, and building Canada's future workforce. Their team exemplifies the power of representation: showing young women that careers in energy are accessible, innovative, fun, and deeply rewarding.

"We hope to inspire students to dream big and explore their future career possibilities. By encouraging students to pursue their dreams and providing them with the resources and support they need to succeed, we aim to show them that they can achieve any career they desire and should never feel limited."

- Enbridge Gas Team

From Toronto to communities across Canada, Enbridge continues to help us ignite confidence, curiosity, and community. Together, we're lighting the way for the next generation of dreamers.



DREAMER DAY EXHIBITORS

Thank you to all 60 exhibitors who participated in this year's event – *our largest number yet!*

LEADERS IN THE SKILLED TRADES

Assured Auto
Atlas Copco Canada Inc.
ATU Local 113
Bass Installation
Build a Dream Virtual Reality Incubator
Build a Dream Virtual Reality Trailer
Canadian Union of Skilled Workers (CUSW)
Clark Construction Management
CWB Foundation
Enbridge
Enercare Home Services
Gincor Werx
Holland LP
Hydro One
Ledcor Construction
Millwright Local 2309
Minto Group
Ontario Masonry Training Centre
Ontario Youth Apprenticeship Program (OYAP)
Reliance Home Comfort
Spark Power

StackTeck Systems
Toronto Hydro
Toronto Transit Commission (TTC)

STEAM VISIONARIES

Alberici Constructors Ltd.
ATS Automation
Bruce Power
Canadian Turner Construction Company
Connections Engineering Outreach
FIRST Robotics Canada
HiMark Occupational Skilled Training Centre Ltd.
Hyundai
KPM Power Inc.
Mining Matters
MJMA Architecture & Design
Peter Kiewit Sons ULC
Plan Group
Rogers Cybersecure Catalyst (Toronto Metropolitan University)
Shad Canada
Simon Fraser University – Science
ALIVE
Trevco

EDUCATION EXHIBITORS

Brampton Flight Centre
Brock University
Build a Dream
Centennial College
CPA Ontario
Durham College – Skilled Trades
Fanshawe College – Skilled Trades
Niagara College
Sheridan College
St. Clair College

EMERGENCY SERVICES EXHIBITORS

Canada Border Services Agency
Canadian Armed Forces
Correctional Service Canada
GardaWorld
Toronto Fire Services
Toronto Paramedic Services
Toronto Police Services

GOVERNMENT PARTNERS

Ministry of Emergency Preparedness and Response
Ministry of the Solicitor General – Correctional Services

Thank you to all of the school boards and teachers who attended Dreamer Day. And to every young woman who dreams about what her future could be – *we believe in you.*

Algonquin Lakeshore Catholic District School Board (ALCDSB)
Brant Haldimand Norfolk Catholic District School Board (BHNCDSB)
Conseil Scolaire Catholique Franco Nord
Conseil Scolaire Catholique MonAvenir
Conseil Scolaire Catholique Providence
Dufferin-Peel Catholic District School Board (DPCDSB)
Durham Catholic District School Board (DCDSB)
École secondaire Ronald-Marion
Halton Catholic District School Board (HCDSB)
Hastings & Prince Edward District School Board (HPEDSB)
Holy Name of Mary Catholic Secondary School (Peel-Dufferin)
Kawartha Pine Ridge District School Board (KPRDSB)

Limestone District School Board (LDSB)
Niagara Catholic District School Board (NCDSB)
Nipissing Parry Sound Catholic District School Board
Northeastern Catholic District School Board (NECSB)
Simcoe Muskoka Catholic District School Board (SMCDSB)
Toronto Catholic District School Board (TCDSB)
Toronto District School Board (TDSB)
Waterloo Catholic District School Board (WCDSB)
Waterloo Regional District School Board (WRDSB)
York Catholic District School Board (YCDSB)
York Region District School Board (YRDSB)