

BUILD TOGETHER

WOMEN OF THE BUILDING TRADES

A GUIDE TO SPONSORSHIP



CBTU SMCC

CANADA'S BUILDING TRADES UNIONS
LES SYNDICATS DES MÉTIERS DE LA CONSTRUCTION DU CANADA

BUILDTOGETHER.ca A CBTU INITIATIVE



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THE BUILD TOGETHER PROGRAM HAS TAILORED STRATEGIES TO ACTIVELY RECRUIT AND RETAIN WOMEN TO THE INDUSTRY.

Build Together is a national program that promotes, supports and mentors women in the skilled construction trades.

The Build Together program promotes the great careers awaiting women in the skilled trades. In Canada, women represent only 4% of the construction trade workforce. In other skilled trades, that number is even smaller. Studies and industry reports show that a large population of skilled trade workers are gearing up for retirement.

An estimated 300,000 new workers will need to be recruited from outside of the construction industry over the next ten years to fill this gap. This is an enormous opportunity for women seeking secure, well-paid, and fulfilling employment.

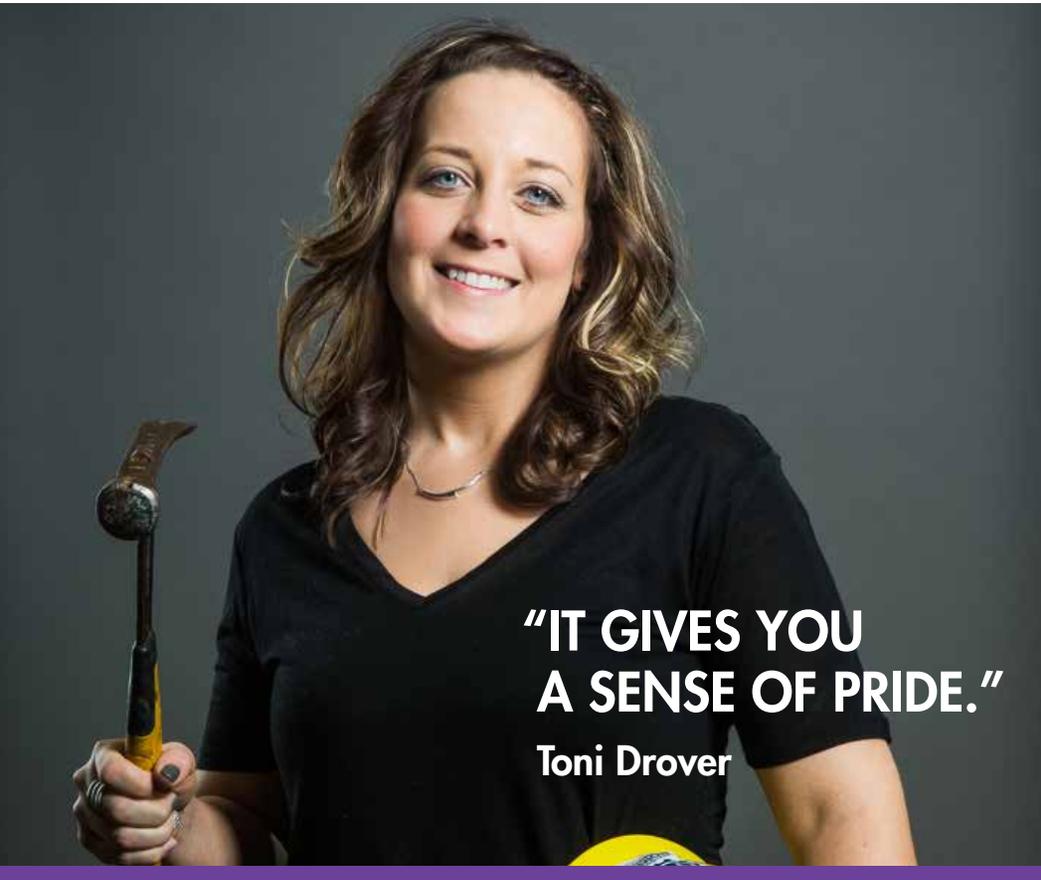
CONSTRUCTION: THE LAST FRONTIER

Construction is seen as the “last frontier” in terms of increasing numbers of female representation. Other industries and sectors, such as the military, law enforcement, etc., have surpassed approximately 15% female representation. The numbers of women in construction has remained unchanged for years. The tradeswomen of Build Together, together with industry support, plan to change this.

For centuries, construction workers passed on the knowledge of their craft from father to son. This generational “passing of the torch” led to insular recruiting strategies in the past. Contemporary advertising strategies perpetuate the assumption by heavily gearing industry images and language towards men. The Build Together program has tailored strategies to actively recruit and retain women to the industry.



OUR WORK



**“IT GIVES YOU
A SENSE OF PRIDE.”**
Toni Drover

Build Together was founded with the belief that women have what it takes to be successful in this male-dominated industry. Our program has achieved national support and recognition, and continues to build momentum every day. Successful journeypersons can be male or female, and should be treated as equals and as professionals.

Build Together is represented by tradeswomen of Canada’s Building Trades Unions across the country. They are apprentices or journeypersons from the skilled trades under the Building Trades umbrella. These representatives are responsible for:

EXPOSING WOMEN TO THE TRADES

Both women and men need equal exposure to the trades in order to consider it as a career. Women get less exposure because they have historically been steered away from the trades. The Build Together program operates a classroom speaking program to connect students with strong female role models that are active in the industry.

MENTORING WOMEN IN THE TRADES

Support for women in the trades should not stop at recruitment. Mentorship is a key pillar of apprenticeship and women need guidance from tradeswomen who are successful and thriving in the industry. Build Together is developing a structured mentorship program specifically geared towards the retention of women in the trades.

MAKING SPACE FOR WOMEN IN THE TRADES

Women face a number of unique challenges in the trades ranging from wash-room facilities to inadequately fitting safety gear. Something as natural as pregnancy can leave employers and co-workers uncer-

tain about how to support a woman in the trades. Build Together is working with industry to give a voice to women’s issues on the tools and identify ways to create workplace cultures that are inclusive of women.

CHALLENGING POLICY MAKERS

AND INDUSTRY Government, training institutions, labour and employers all have a role to play in supporting women in the trades. Build Together is working to identify the barriers for women in construction as well as the conditions for success and replicate them across Canada.

Our Partners

Build Together is a national initiative of the Canadian Building Trades Union (CBTU), the national voice of over half a million Canadian construction workers, and has earned buy-in from 14 affiliated international unions.

SPONSOR BUILD TOGETHER

FOUNDING SPONSORS

We appreciate the support of **Canada's Building Trades Union** and **ACTIMS** and recognize their support and commitment to encouraging women to join the building trades as our Founding Sponsors.



GOLD SPONSOR \$75,000

ONLINE

- Organization profile and video on sponsorship page of the website
- Space on website for advertising
- Access to Build Together listserv for e-mail blasts and event promotions

PRINT AND EVENTS

- Logo on future promotional items, including conference materials
- Logo on curriculum materials
- Recognition of support as a Gold Sponsor from the podium at future Build Together events.
- Primary logo location at all future Build Together events.

OTHER

- A personalized plaque recognizing your organization's contribution and support for women in the building trades as a Gold Sponsor.
- Customized stickers highlighting your support for Build Together and tradeswomen.

BRONZE SPONSOR \$25,000

ONLINE

- Organizational boilerplate on sponsorship page of the website
- Access to Build Together listserv for two e-mail blasts in a year

PRINT AND EVENTS

- Recognition of support as a Bronze Sponsor from the podium at future Build Together events
- Secondary logo location at all Build Together events

OTHER

- A personalized plaque recognizing your organization's contribution and support for women in the building trades as a Bronze Sponsor
- Customized stickers highlighting your support for Build Together and tradeswomen

SILVER SPONSOR \$50,000

ONLINE

- Organization profile on sponsorship page of the website
- Access to Build Together listserv for e-mail blasts and event promotions

PRINT AND EVENTS

- Logo on future promotional items, including conference materials
- Recognition of support as a Silver Sponsor from the podium at future Build Together events.
- Secondary logo location at all Build Together events

OTHER

- A personalized plaque recognizing your organization's contribution and support for women in the building trades as a Silver Sponsor
- Customized stickers highlighting your support for Build Together and tradeswomen

ADVOCATE \$9,999

- Logo displayed on sponsorship page, with a link to your organization's website
- Name included as a friend of the program on sponsorship webpage
- A personalized plaque recognizing your organization's contribution and support for women in the building trades as a Build Together Advocate
- Customized stickers highlighting your support for Build Together and tradeswomen

CHAMPION \$5,000

- Logo displayed on sponsorship page, with a link to your organization's website
- A personalized plaque recognizing your organization's contribution and support for women in the building trades as a Build Together Advocate

WHY SUPPORT BUILD TOGETHER?

Build Together is looking to expand its programming and is seeking sponsors to help realize our goals. There are a number of benefits to joining forces with Build Together as a sponsor, including:

HELPING TO FILL THE ANTICIPATED SKILLS GAP IN THE CONSTRUCTION TRADES INDUSTRY Your organization will play an important role in addressing the issue of an aging and retiring workforce, encouraging more women to enter the trades and fill the estimated 300,000 positions that will be left vacant.

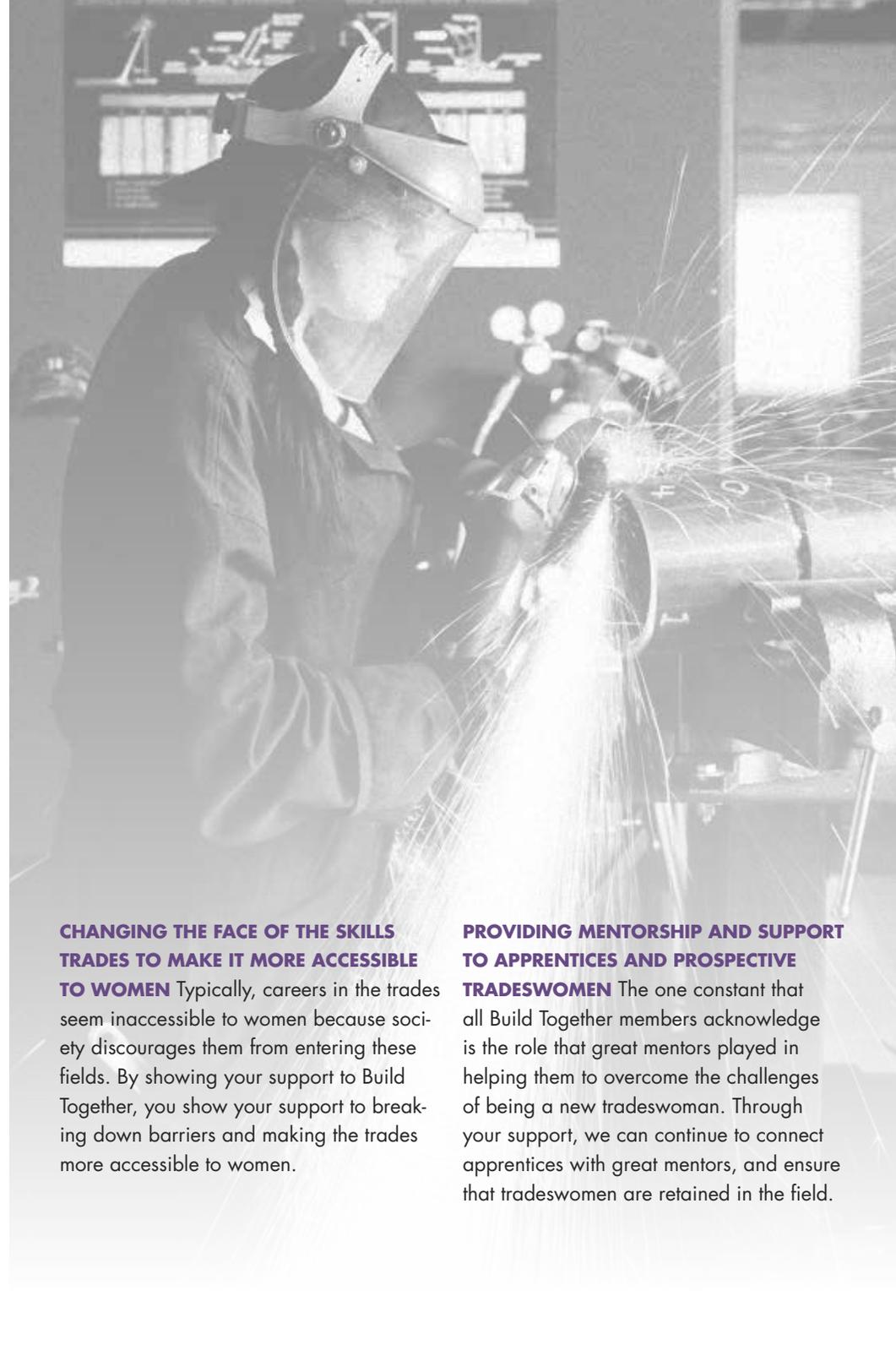
RECOGNIZING EXCEPTIONAL WORKERS IN THE SKILLED TRADES The Build Together program highlights tradeswomen who are excelling in their respective fields. By supporting this program, you are celebrating excellence in Canadian building.

CREATING OPPORTUNITIES FOR WOMEN TO JOIN THE SKILLED TRADES AND PROVIDING THEM WITH ADEQUATE TRAINING, EDUCATION AND EMPOWERMENT Women currently make up just 4% of the skilled construction trade workforce. Build Together seeks to create more opportunities for women through career fairs, college programs, training courses, mentorship programs and apprenticeships. Your support will go a long way in supporting these initiatives directly, as well as leveraging that support to approach provincial governments to create and expand existing programs.

STRENGTHENING TIES WITH TRADES UNIONS REPRESENTED IN THE CANADIAN BUILDING TRADES UNIONS Build Together is a CBTU national initiative and has received buy-in from fourteen affiliated international unions. When you offer your support, you join a network of important and influential trades unions, bringing your organizations closer.

CHANGING THE FACE OF THE SKILLS TRADES TO MAKE IT MORE ACCESSIBLE TO WOMEN Typically, careers in the trades seem inaccessible to women because society discourages them from entering these fields. By showing your support to Build Together, you show your support to breaking down barriers and making the trades more accessible to women.

PROVIDING MENTORSHIP AND SUPPORT TO APPRENTICES AND PROSPECTIVE TRADESWOMEN The one constant that all Build Together members acknowledge is the role that great mentors played in helping them to overcome the challenges of being a new tradeswoman. Through your support, we can continue to connect apprentices with great mentors, and ensure that tradeswomen are retained in the field.



WHERE WE'RE HEADED

TO DATE, BUILD TOGETHER HAS...

- Gained the support of Canada's Building Trades Unions (CBTU) as a national initiative.
- Created online platforms where tradeswomen and industry network and support the cause.
- Attended many events across the country such as trade shows, career fairs, mentorship dinners, as well as networking functions.
- Spoken at conferences, schools and events across the country.
- Given back to the community by way of charity donations and volunteerism.
- Been featured in media outlets across the country.
- Mentored individuals who expressed interest in the trades and needed further support and encouragement.

MOVING FORWARD, BUILD TOGETHER PLANS TO...

- Build partnerships and create a sponsor recognition program of like-minded organizations who have goals to further the success of women in the trades.
- Continue providing mentorship and support to apprentices, journeypersons, and women considering the trades.
- Continue challenging and debunking the existing myths and stereotypes of women in the trades.
- Continue providing awareness and exposure to careers in the trades.
- Launch a structured mentorship program specifically geared towards retention of women in the industry.
- Support and assist in the creation and operations of provincial Build Together programs through the CBTU's provincial councils across the country.



**“EVERYTHING
IS POSSIBLE.”**

Joann Greeley

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