

The future is youth
BUT IT STARTS WITH YOU.



BUSINESS &
EDUCATION
PARTNERSHIP
OF WATERLOO REGION

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Our vision is that every student in Waterloo Region can see a positive future for themselves in our workforce. Unfortunately, despite our educators' best efforts, many people leave high school without a clear understanding of their future options. According to a recent survey, 70% of Ontario students feel their school doesn't provide them with up-to-date information about career pathways and job opportunities.

The BEP is an award-winning charity that empowers youth with the knowledge, skills and confidence they need to build a successful career path. Since 2002, we've connected thousands of students to learning experiences with local industry professionals, helping them better understand the world of work and see a more positive future.

Now more than ever, youth need hope and direction. We invite you to join our partnership as we work together to inform and inspire our local students.



Scott Verhoeve, Executive Director



WHAT YOU MAKE POSSIBLE

Since 2002, we've coordinated 4000+ volunteer opportunities for industry professionals, providing learning experiences for over 100,000 local youth.

With your support we can not only increase our impact but can also continue to educate the future of our workforce.

From our most recent programming:

87%

had a better understanding of how available career options fit with their interests

86%

feel more confident about their future career choices

85%

were more likely to volunteer as a way to gain experience



“ Exceptional! I feel that I have gained so much knowledge and experience. I have a whole new understanding of the possibilities of my future. Overall such an amazing day, I absolutely loved it.
– Student Participant, BEP Event

HEAR FROM A STUDENT

“ When I was a high school student at Bluevale Collegiate, I participated in an event organized by the Business and Education Partnership of Waterloo Region. Through this event I had the opportunity to learn from - and share my ideas with - a local software start-up now known as Chalk. I had such a positive experience that I reached out to the company to see if they would hire me as a summer co-op student. Apparently I made a good impression, because they not only offered me a summer co-op position, they hired me part-time in September.

The BEP program offered me a great experience to see how start-ups work. For me, it confirmed my interest in computer science. I then went on to study Computer Science at the University of Waterloo. Being able to work directly with a company like Chalk provided me with the knowledge of the skill sets that start-ups are looking for.

I've now worked at Chalk for the last 7 years. I'm proud to work in the community where I grew up, and for a company that invested in my future when I was still in high school.

Daniel Rampelt
Software Developer at Chalk
Kitchener, ON



“ I wouldn't have passed up this experience for anything. After engaging with the incredible talent, I found myself with an interview at my now wonderful workplace.
- Student Participant

WHY SUPPORT US?

By partnering with Waterloo Region's Business and Education Partnership, your organization can:

- Demonstrate commitment to our local community
- Provide rewarding, professional development opportunities for staff
- Raise awareness of jobs in your industry
- Invest in your future workforce



300+ industry professionals
volunteer their time and talent through the
BEP each year



90% would recommend
BEP programs to a friend or colleague



62% agree that the fact a company sponsors the BEP would influence
their decision of where to work, go to school, or where they would encourage their children to do the same

"I support the Business and Education Partnership because they're educating youth today about careers for tomorrow. This connection is good for students, good for business, and it's good for Waterloo Region."

- Business Leader

HEAR FROM OUR PARTNERS



"I have been a supporter of the Business and Education Partnership (BEP) of Waterloo Region for many years because I believe it is vital for our youth to be made aware of the vast array of career options available as well as learning what the business realities are so they can make an informed decision about their career choice and are better prepared for the world of work."

- Marion Neisen, HR Manager



"[The BEP] provides a chance to speak with students about their career aspirations and to discuss with them the career opportunities within the manufacturing industry. It also allows for us to showcase what our Company offers students specifically (ie. co-op positions)."

- Sandi Young, Director of HR

STEELCRAFT

"It is a great way to influence tomorrow's workforce and present the benefits of your careers to youth and their parents."

- Bruce Fraser, Director of HR



"We want to help educate students that Toyota is a place where you can start to build a long-term career right out of school"

- Chris McLean, Senior Manager, Talent Development & Transformation



"Not only is it a good networking opportunity to gain some shine on your own business but it is also rewarding to know you are able to reach out to the younger generation."

- Lidia Pineda, Insurance Broker

HOW TO SUPPORT: VOLUNTEER

Each year, 300+ volunteers contribute over 1000 hours to the BEP!

We are looking for industry professionals interested in:

- Sharing their career story
- Delivering workshops in their area of expertise
- Mentoring students on projects or work-placements
- Delivering workplace tours

"Thank-you so much for having me visit and be a part of such an amazing opportunity and program! I love the connections, relationship-building and value in reaching our young people!"

- Tammy Hall-Stoll, Volunteer

Family and Children's Services of the Waterloo Region

"I love that the BEP connects our classroom to authentic learning opportunities from the community. Students are excited when they can ask questions of experts from the "real world". Teachers benefit from the up-to-date information provided by community partners."

- Jennifer Clarke,
Teacher

Eastwood Collegiate
Institute



HOW TO SUPPORT: PARTNER

Brand Recognition	Community Champion \$10,000	Sector Sponsor \$7500	Community Leader \$5000	School Supporter \$2500	Investor \$1000
Your logo featured on the BEP's:					
Website: partners page	✓	✓	✓	✓	✓
Website: homepage	✓	✓			
Annual impact report	✓	✓	✓	✓	
Newsletter	✓	✓	✓	✓	
Promotional Videos	✓	✓			
Participant feedback forms	✓	✓			
Career Guides for Parents, Students and Educators	✓				
Programming Promotion					
Opportunity to distribute promotional material at BEP events/programming	✓	✓	✓	✓	✓
Opportunity to speak at or include a video message at BEP events/programming	✓				
Website Promotion					
Featured volunteer profile on website	✓	✓	✓		
Blog post featuring your organization	✓	✓	✓	✓	
Video profile of featured volunteer	✓	✓	✓		
Other Benefits					
Bi-weekly social media engagement	✓	✓	✓	✓*	✓*
Sponsorship thank you post on the BEP's social media channels	✓	✓	✓	✓	✓
Organization profile feature on the BEP Newsletter	✓	✓	✓	✓	

*Monthly engagement

OUR SUPPORTING PARTNERS

Community Champions



Sector Partners



Community Leaders



School Supporters



Investors



LET'S HAVE A CONVERSATION!

Now more than ever, youth need hope and direction for their future.

You have the power to give it to them.

Contact us or visit our website to learn more about how we can build a stronger Waterloo Region together!



Connect with us!

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 Business & Education
Partnership of Waterloo
Region

