



ENSURING THAT THE NEXT GENERATION OF THE SKILLED TRADES IS
DIVERSE AND INFUSED WITH TECHNOLOGY

Mission:

She Built This City's mission is to provide **industry disruptive** programming that **sparks interest** and **builds pathways** to lucrative careers in the skilled trades for youth, women and marginalized communities.

Vision:

To **dismantle barriers** and stigmas in traditionally male-dominated industries through innovative, *sustainable* practices that prepare us for a future of jobs that have yet to be created.

Mission / Vision

CAREER DECISIONS ARE MADE EARLY!



IMPACT EXAMPLE: MECK COUNTY / SAMET



June - August 2021
14 Locations
150 Students

THE "WHY" MATTERS



IMPACT EXAMPLE: PROVIDENCE DAY SCHOOL



FALL 2020
Providence Day School –
Little Free Library Build

IMPACT EXAMPLE: PROVIDENCE DAY SCHOOL

“As school has started we are getting ready to kick off our SOS Club: All Hands In!

As we are currently recruiting members, could you please send us a schedule of upcoming events where we could bring a group in to volunteer?

We loved working with you on the Little School House project and we are looking to engage in similar projects with other PDS students.” - Antonia, Providence Day Student

September 8, 2021

IMPACT EXAMPLE: PROVIDENCE DAY SCHOOL



September 18, 2021
Habitat for Humanity -
Wingate Community Bench
Build

TRADES = TECHNOLOGY



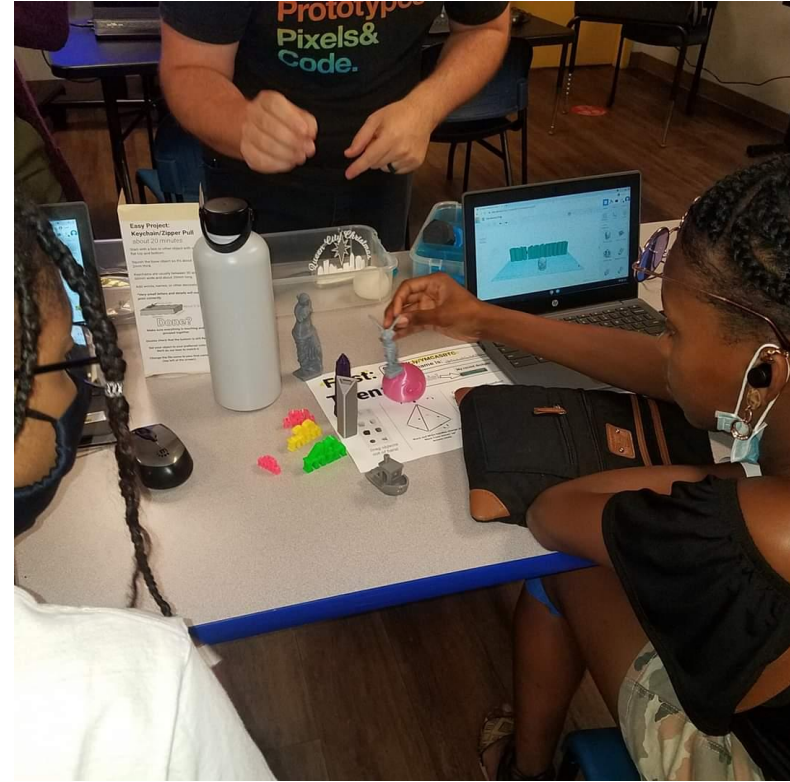
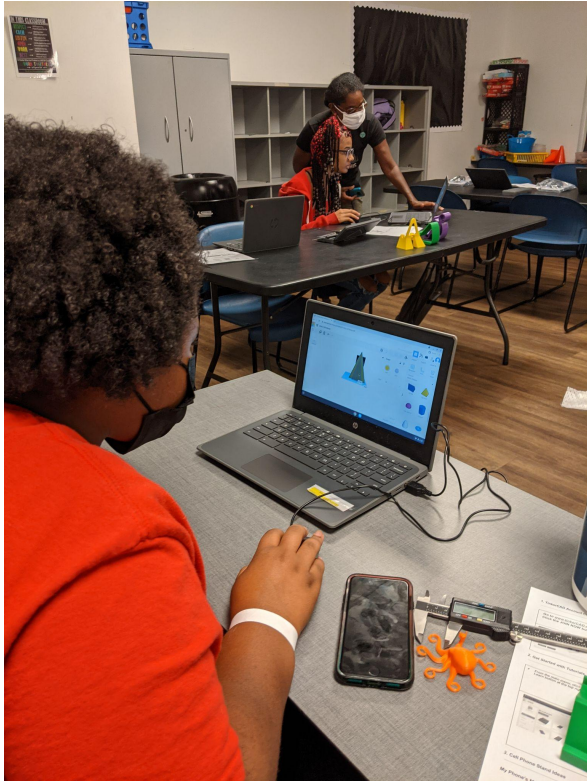
3D Printing

Virtual Reality



Drones

IMPACT EXAMPLE: YMCA - LEVEL UP PROGRAM



August 2021
Stratford Richardson YMCA

WE NEED MORE ON-RAMPS

- COVID has disproportionately impacted women; women of color in particular.
- We need ways to learn new skills AND pay bills!
- We need easier access and exposure to careers we may be unfamiliar with.

PLUMBING PRE-APPRENTICESHIP AND WOMEN'S REPAIR CREW



TWO GENERATIONAL APPROACH



IMPACT EXAMPLE: JOB OFFER / SUPPORTING FAMILY



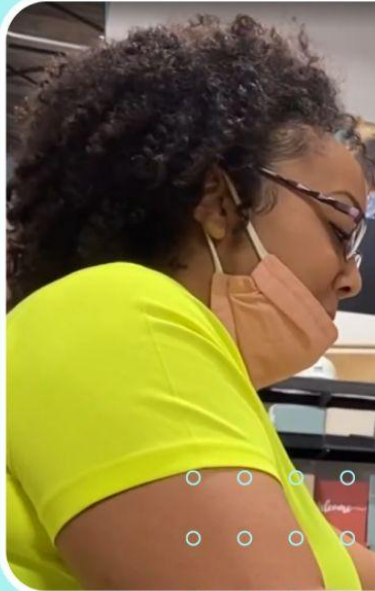
September 2021
Plumbing
Pre-Apprenticeship

IMPACT EXAMPLE: EMPOWERING WORKING MOTHERS

Grow with Google

Empowering Women with Career Choices

Grow with Google's Digital Literacy Training helped Kasi, a graduate of our plumbing pre-apprenticeship, land an ideal job that met her needs.



The image shows a woman with dark curly hair, wearing glasses and a light-colored face mask, looking intently at a computer screen. She is wearing a bright yellow t-shirt. The background is slightly blurred, suggesting an indoor setting like a classroom or training center. The image is part of a graphic with a light blue background and a white border.

September 2021
Plumbing
Pre-Apprenticeship

HOW CAN YOU INVEST IN SHE BUILT THIS CITY?

- Financial Investment
- Training Partner | Career Path Partner
- Employer

LATOYA FAUSTIN - LATOYA.FAUSTIN@SHEBUILTTHISCITY.ORG

WWW.SHEBUILTTHISCITY.ORG

@SHEBUILTTHISCITY

#SHEBUILTTHISCITY