



Date: June 22, 2021

**Re: Skilled Trades Awareness Readiness Program - Call for Proposal**

To whom it may concern,

Skills Canada BC is pleased to partner with Skills Canada Alberta on this project. Skilled trades promotion to Canadian youth and their skills development is core to the work of Skills Canada organizations from coast to coast to coast.

We partner with partners at the local, regional and provincial level to deliver experiential activities that raise the awareness of skilled trades occupations, the apprenticeship system, and build upon the skills in the *Skills for Success* framework that all contribute to individuals becoming more employable.

Putting tools and materials in the hands of Canadian youth through guided discovery by industry professionals has proven to be an effective way of engaging youth and helping them discover the advantages of skilled trades. Through Skills Exploration Days and Try-a-Trade® activities we feel we could continue our great work and re-engage youth in the skilled trades.

We have successfully designed, managed and delivered high-quality projects through collaborative efforts funded by corporate partners, provincial/territorial and federal governments.

We believe that by leveraging the Skills Canada networks and our knowledge of program delivery in our Province/Territory we will be able to help this project achieve strong outcomes and impacts.

Sincerely,

A handwritten signature in black ink, appearing to be "Elaine Allan".

Elaine Allan, BA, MBA  
Executive Director