



She is Anything!  
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## INTRODUCTION

The **She is Anything!** mission began as an annual event in 2012, and later evolved into a federally incorporated non-profit organization running year-round events, projects and programs. We inspire female future leaders from shop floor to top floor in high-tech fields with incredible, FREE, hands-on experience events. We're entirely unique in our approach and completely volunteer driven. Our offerings are always completely free to participants to prevent barriers to participation.

**DID YOU KNOW?** Since 2012 we've made a life-changing impact for over 160,000 women and girls of all ages, and we've made it possible for 14,484 women & girls to experience the magic of first flight in a helicopter - FREE!

### We presently operate 3 distinct initiatives:

- **The Sky's No Limit** – World's largest Aviation, Aerospace, Marine and Defence outreach event. This is our signature annual event, where absolutely everyone is welcome – no registration required. [sheisanything.ca/skysnolimit.html](http://sheisanything.ca/skysnolimit.html)
- **Operation: This IS You!** – These are year-round hands-on experience events for women & girls held in the native environments of our agency and industry partners. These incredible, action-based events have a STEM focus and smaller group sizes to maximize the hands-on impact. To participate, there is an application process, varying lower age-limits for liability reasons (generally no upper age limit), and entry into these events is by invitation-only. [sheisanything.ca/thisisyou.html](http://sheisanything.ca/thisisyou.html)
- **Project STEM Girl** – This is a revolutionary, Top Secret term project currently under development and being held in reserve for the right circumstances to launch. It is infinitely scalable to reach varying age groups and geographically diverse audiences. It is the first of its kind in the world!

Our goal is to ensure that all our event participants and volunteers are diverse in age, culture and socio-economic background, which is why we're continually growing our broad network of community, education, Indigenous and cultural organizations and groups. We hope you'll help us spread the word far and wide!

Our under-funded non-profit Foundation is entirely run by volunteers, so we encourage you to share these details with any network connections and/or staff that might be able to help us out. In-person and remote opportunities using our online tools are available. Without our amazing volunteers, none of our mission would be possible! [sheisanything.ca/volunteer.html](http://sheisanything.ca/volunteer.html)

Why are these initiatives so important? In both Canada and the United States, only 6% of the professional pilot population are women - a statistic largely unchanged in the last 30 years. In Canada, only 2.3% of licensed Aircraft Maintenance Engineers are women. In the Canadian Armed Forces, women account for only 4% of the technical trades and less than 3% of the top command positions. **Worldwide, women account for only 1.28% of the global seafarer force.**

From the numbers it might be tempting to conclude that women are either uninterested or unwelcome in these fields. Instead, studies have shown that a common perception persists that high technology fields are reserved for men. From an early age, everyone is affected by this ingrained message, which is continually reinforced by observation in our daily lives (lack of change), media, social media and advertising. The low

numbers also mean that most women have no direct family, peer and/or mentoring connections in high-tech fields, therefore it is unreasonable to expect gender and cultural diversity to resolve naturally in these areas.

That's where the **She is Anything!** mission and vision come in!

#### Participation benefits:

- Eligible youth become aware of and inspired by the endless future career and/or volunteer possibilities for themselves and others;
- Recruit-ready adults, including those ready for a career change, might discover their new passion and likely weren't even aware these incredible opportunities were open to themselves or others in their network;
- Parents, counsellors and other mentors will be better equipped to advise women & girls they counsel, having personally experienced these "non-traditional" opportunities themselves;
- Elders are encouraged to participate for an experience of a lifetime! Elders generally have the greatest circle of networking and influence, plus in many cultures it's the elders that others turn to for wisdom and guidance. Their support can have a very powerful effect towards driving change, particularly where traditional norms are concerned.

#### Volunteer benefits:

- A great opportunity to give back to the community, learn new skills, pass on existing skills to others;
- Students can ask us for a letter for employment or school credit for hours volunteered;
- Job seekers can add valuable skills and reference to their resume;
- Canadians, both long-term and newcomers have the opportunity to meet new friends and have incredible experiences!

We also need steady financial and agency partners who believe in our mission and vision, and that will enable us to continue growing our free hands-on diversity outreach events, projects and programs. Please reach out if you would be interested in exploring year-round funding partnerships with us, **The Sky's No Limit** event sponsorship, and/or hosting an **Operation: This IS You!** event with your organization.

We hope you'll share this information with your contacts across B.C., Alberta and beyond, and with any other organizations and/or individuals you think would be appropriate. Please feel free to reach out if you'd like to discuss further.

