

SHE IS ANYTHING!

PARTICIPATION 2024

From shop floor to top floor... we're inspiring female future leaders!



The Sky's No Limit - She is Anything!

WORLD'S LARGEST

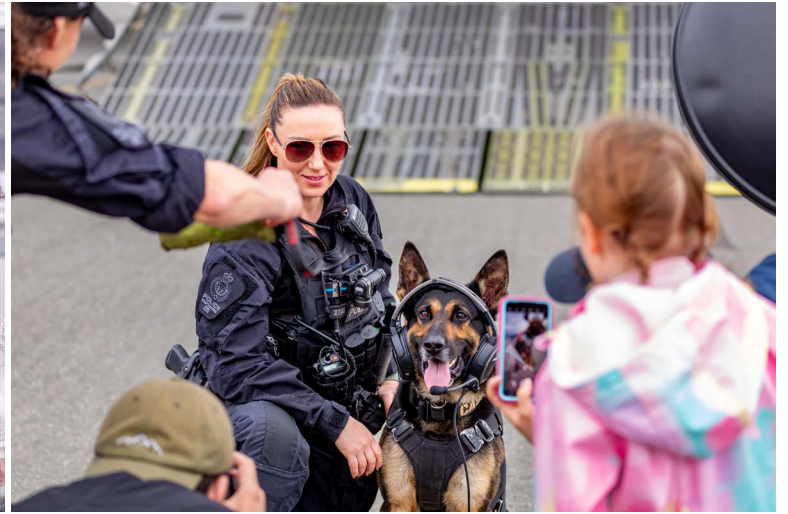
Aviation, Aerospace, Marine & Defence Diversity Outreach Event

April 27-28, 2024

09:00 - 17:30

Abbotsford International Airport, Abbotsford, BC







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SUMMARY

- 2 About The Event
- 3 You Can Help!
- 5 Highlights
- 10 Treasure Map Grand Prize
- 11 Treasure Map as a Passport
- 12 Event Schedule
- 13 Achieve Anything Foundation





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ABOUT THE EVENT

The Sky's No Limit – She is Anything! annual events are the cornerstone of gender & cultural diversity outreach initiatives founded by B.C. pilot, Kirsten Brazier in 2012. Originally known as The Sky's No Limit - Girls Fly Too!, what began as a small Aviation event in Yellowknife, Northwest Territories has since evolved into the world's largest Aviation, Aerospace, Marine and Defence diversity outreach event. The event has been proudly hosted by the Abbotsford International Airport in Abbotsford, British Columbia, Canada since 2015.

We're entering our second decade of incredible, events! Since 2012 we have made a difference for over 140,000 women and girls of all ages and cultures in North America, and so far, 13,384 women and girls have experienced the magic of first flight in a helicopter for free! Our events, including the introductory flights, are always free to ensure there are no barriers to participation. This is thanks to the generous support of agency, industry, education and community partners working together to improve gender and cultural diversity in high-tech STEM fields.

Why is this event 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 would be tempting to conclude that women are either uninterested or unwelcome in these fields. Instead, studies have shown that a common perception persists that Aviation, Aerospace, Marine, Defence and other high-tech STEM 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 or peer connections to Aviation, Aerospace, Marine and/or Defence. Therefore, it is unreasonable to expect gender and cultural diversity to resolve naturally in these fields.

The Sky's No Limit – She is Anything! free outreach events and other initiatives aim to change this perception and awaken new interests by providing women and girls of all ages with fun, interactive, and hands-on introductions into STEM fields.

You can expect people of all ages at our events - our approach is inclusive of all generations for best results! Here's why:

- **Plant the seed early for future change:** Inspire youth early so they're aware of the endless future career and/or volunteer possibilities for themselves and others.
- **Recruit for today:** Target recruit-ready adults - including those considering a career change - and introduce them to incredible new opportunities they likely didn't know were open to themselves or others in their network.
- **Educate the mentors:** Parents, counsellors and other mentors will be better equipped to advise the women & girls they counsel after having personally experienced these "non-traditional" opportunities themselves.
- **Engage the wisdom and influence of elders:** 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 inclusion and support can have a very powerful effect towards change, particularly where traditional norms are concerned.

Whether you are a participant, financial partner or community volunteer, we thank you for your support!

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YOU CAN HELP!

It takes a global, community effort to affect real change! Our free diversity outreach events keep growing every year because of an unprecedented international partnership of forward-thinking industry leaders that have put their full support behind this Canadian signature event over the past decade (and counting). These industry leaders, including the U.S. Military, annually contribute several billion dollars in hands-on assets to make this diversity outreach event impactful and meaningful to the thousands of participants diverse in age, gender, culture, citizenship, and socio-economic background. Recruiting is just one of the many returns they receive from their collective investment. The smiles last a lifetime.

IN-KIND SUPPORT URGENTLY NEEDED! We rely heavily on the countless businesses and individual citizens that additionally contribute hundreds of thousands of dollars of the many in-kind equipment, supplies and services needed to offer an event of this scope and magnitude and keep it entirely free for all who attend. Without this incredible level of community support, this free event would be impossible for our non-profit foundation to offer.

WISH LIST: We urge you to check out: www.sheisanything.ca/wishlist.pdf to see if you, or anyone in your network can assist with one or more items and/or combine your resources with others to make up the total of any item.

We recognize community contributions on our website, social media, event program and summary report. Formal financial partnerships with branding benefits are also available. If you'd prefer to make a general financial donation, either in lieu of or in addition to in-kind support, please visit sheisanything.ca/donate.html, or email us: info@sheisanything.ca and let us know how you'd like to help.

VOLUNTEER WITH US! It takes hundreds of amazing volunteers willing to donate their precious time and energy to safely and efficiently operate this huge event – we do not have any budget for paid staff. Anyone age 15 and up is encouraged to APPLY NOW: www.sheisanything.ca/volunteer.html



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HIGHLIGHTS

FREE Flights for Women & Girls (any age)

Our signature annual events honour past, present and future female leaders from shop floor to top floor in Aviation, Aerospace, Marine & Defence. Despite the incredible opportunities available in these high-tech STEM fields, women remain conspicuously absent. Our events employ a unique, hands-on approach to pique the interest of our target audience, create a network of experience and raise awareness of new possibilities.

To attract more women and girls to the airport and get them excited to explore the event, we offer free introductory flights for hundreds of female first-time fliers. It is thanks to the generous support of industry and community partners that we are able to provide this precious gift to participants.

There is no minimum or maximum age, and we encourage female friends and/or family to enjoy the flight together. The first flight experience is incredible beyond words and when the fliers land they are intrigued to learn more!

The free flights are reserved for girls and women of any age, who haven't flown in a small aircraft before. Government-issued identification and signed guardian consent/waiver are required. For more details, including how to earn the opportunity to fly, please visit: www.sheisanything.ca.



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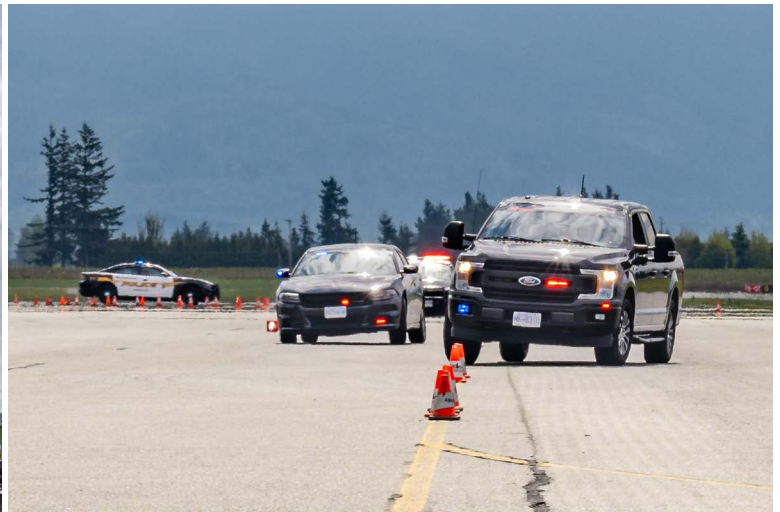
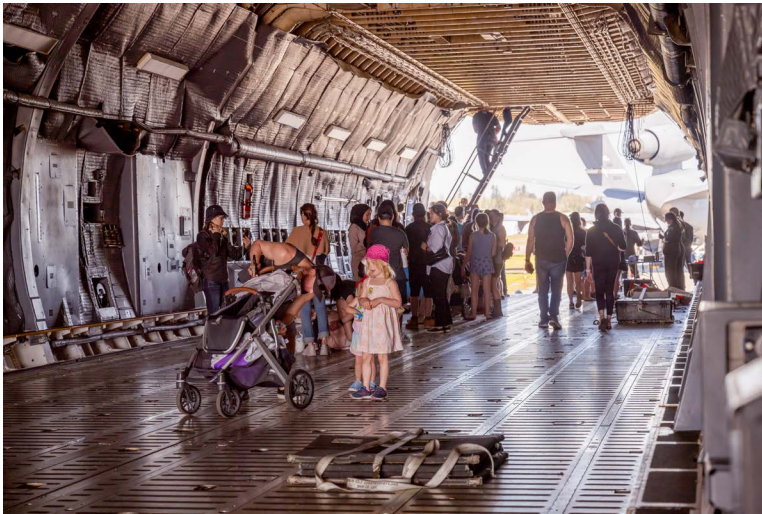




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Notable VIPs & Fun, Hands-On Activities - Open to everyone.



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Aircraft, Vehicles, Equipment & Displays

Open to everyone.

An incredible variety of civilian and non-civilian vessels, vehicles, activities, hands-on equipment and displays are available to explore. Exhibitors will be on hand with their assets to answer participant questions and facilitate exploration between 09:00 to 17:30 each day.

All participants are encouraged to engage in this unique opportunity for an inside look into the various aspects of Aviation, Aerospace, Marine and Defence. There will be plenty of photo and video opportunities so bring your camera and take those selfies!



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TREASURE MAP GRAND PRIZE DRAW

Open to everyone.

To help guide participants through the event and excite them to explore all the displays, we encourage everyone to complete the treasure map for a chance to win a grand prize. Platinum, Gold, Silver and agency partners are featured as key destinations on the map. Participants must locate and engage with each exhibitor to earn credit for having visited. Partners featured on the treasure map have some discretion over what participants must do to earn this credit, e.g., answer three questions about their display/activity, play a game, find a hidden clue, etc.

Treasure maps are included within the official event program and made available to all participants at key locations throughout the venue. Display partners are encouraged to help distribute the event program and promote the treasure map. In order to be eligible for the grand prize draw, participants (any age, any gender) must present the completed treasure map at the designated Treasure Map station and fill out a ballot. Only one entry per participant is permitted. Once the map has been used for entry in the draw, the map is marked accordingly and returned to the participant as a keepsake.



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TREASURE MAP AS A PASSPORT

Passports may only be used for the free flights by an eligible female first-time flier.

For women and girls that are excited to experience the magic of first flight in a helicopter, their first step upon arrival should be to obtain a printed copy of our FREE event program which contains the treasure map described on the preceding page. Aside from the treasure map grand prize contest which is open to everyone, the treasure map may also be used as a passport to obtain free flights for eligible female first-time fliers.

Aside from select early morning flights awarded as part of our **Social it Forward** challenges to help spread the word in advance of the event, the free flights for female first-time fliers (any age) may only be earned via **Treasure Map as a Passport**. Each eligible female first-time flier desiring to fly must present a fully completed map at the designated flight registration station before they may proceed with flight registration. While everyone is welcome to complete the map, only an eligible female first-time flier may use it to access the free flights.

A fully completed map unlocks access to the free flights for each eligible female first-time flier. Flights are available on a first-come, first-serve basis, weather permitting and as we have available capacity. Once the map has been used for flight, the map is marked accordingly and returned to the participant as a keepsake.

*NOTES: While anyone is welcome to qualify for **Treasure Map as a Passport**, the map may be used only once to provide entry for a single eligible female first-time flier. Eligible female first-time fliers wishing to fly together must each present a qualifying **Treasure Map as a Passport**. Government-issued photo identification (ID) and a signed guardian consent/waiver are required in order to fly (some alternate forms of ID may be considered for students and infants). Consent/waiver forms are available for download on our website, and may be signed in advance where the legal guardian will not be present at the event. Visit www.sheisanything.ca for more information.*



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EVENT SCHEDULE*

*Note: Times subject to change for operational considerations.

April 27, 2024 (gates open 08:30 - 18:00)

- 09:00 Interactive displays officially open, hands-on activities and free flights begin
- 10:00 Highlight activity
- 11:00 Opening ceremony followed by press conference (Platinum and Gold Partner speeches)
- 12:00 Highlight activity
- 14:00 Highlight activity
- 17:30 Event officially closes

April 28, 2024 (gates open 08:30 - 18:00)

- 09:00 Interactive displays officially open, hands-on activities and free flights begin
- 10:00 Highlight activity
- 12:00 Highlight activity
- 14:00 Highlight activity
- 17:30 Event officially ends





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ACHIEVE ANYTHING FOUNDATION

The Achieve Anything Foundation (AAF) mission was established in 2012 and is now a federally incorporated non-profit organization. We inspire female future leaders from shop floor to top floor in high-tech STEM fields with incredible, FREE, hands-on experience events. We are entirely unique in our approach and completely volunteer driven. Our events, projects and programs are always completely free to participants to prevent barriers to participation.

We presently operate 3 distinct initiatives:

- **The Sky's No Limit—She is Anything!** This is the world's largest Aviation, Aerospace, Marine and Defence diversity outreach event. It is our signature annual event, where everyone of any age, gender or citizenship is welcome – no registration is required. (Please note that this was previously known as The Sky's No Limit—Girls Fly Too!)
- **Operation: This IS You!** These are year-round hands-on experience events held in the native environments of our agency and industry partners. They are incredible action-based events with a STEM focus and small group sizes. There is an application process, varying lower age-limits for liability reasons, and these events are by invitation-only.
- **Project STEM Girl** This is a revolutionary, Top Secret term project that is currently under development. It is infinitely scalable to reach varying age groups and geographically diverse audiences. It is the first of its kind in the world.

Since 2020, as a direct result of the COVID pandemic, AAF had to cancel many events and was ineligible for any available COVID relief funding. This has had terrible implications for the Foundation, and we are now critically underfunded.

We 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, and/or hosting an **Operation: This IS You!** event with your organization.

Websites: www.achieveanything.ca // www.sheisanything.ca

Facebook: [@AchieveAnythingFoundation](https://www.facebook.com/AchieveAnythingFoundation) // [@SheisAnything](https://www.facebook.com/SheisAnything)

Twitter: [@AchieveGirl](https://twitter.com/AchieveGirl) // [@she_is_anything](https://twitter.com/she_is_anything)

Instagram: [@achieve_girl](https://www.instagram.com/achieve_girl) // [@she.is.anything](https://www.instagram.com/she.is.anything)

YouTube: www.youtube.com/c/AchieveAnythingFoundation



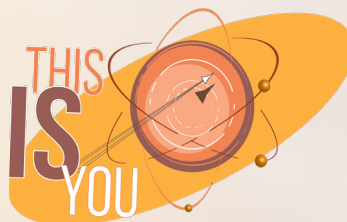
Contact information:

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www.achieveanything.ca