

West Kootenay Women's Association

International Brotherhood of Electrical Workers,
Local 1003,
101 Baker Street,
Nelson, B. C.
V1L 4H1

Attention: Robert McKnight,
Business Manager

August 10, 1991

Re: Role-Modeling Project

When you hear a term like "Gender Equity," it's easy to think, oh yeah, more buzz words for the nineties. This phrase, however, will have a tremendous impact over the next few years. What it means is equal opportunity for young women to achieve economic independence.

To further this important development in human rights, the West Kootenay Women's Association has initiated a role-modeling project. This is a program targeting female secondary school students to gear them to higher and more varied career aspirations. A successful needs and interest survey has been conducted, and a resource data base of potential role models within the community has been created.

Now, in order to reach young women and deliver the material, a curriculum must be developed. Following that, an educational/marketing program must be implemented.

The next phase has four components:

1. Curriculum development;
2. Production of an information kit for Role Models;
3. A day-long conference during career development week;
4. Expansion and updating of the data base.

The original \$40,000 budget submitted to Secretary of State and to the provincial Women's Program has been slashed to less than \$20,000. With some careful manipulation and thought, the coordinating collective has agreed that a successful program could still be launched with a scaled-down budget of \$25,000 of which \$18,000 is currently slated for salaries for two people for 18 weeks.

As you can see, there is at least a \$7,000 shortfall. This sum constitutes our modest printing budget, administration costs, and overhead. We can't do the project without this money. Can you help?

Our hope is to inspire our daughters, help them learn how to take care of themselves, start them on their way to economic independence through interesting and meaningful careers and work. This program offers information and firsthand exposure and experiences.

Our project will assist Gerry Fraser, the Director of Career Education for the Nelson School District in implementing his "Stay in School" initiatives and we are working in full cooperation with this office.

Since this valuable program has already received federal and provincial assistance, we are looking for support from within our immediate region for the remaining investment required.

Someone from our organization would be pleased to meet with you in the near future to answer any questions that may arise and further explain the background of the project.

Thank you for your consideration.

Yours very truly,
WEST KOOTENAY WOMEN'S ASSOCIATION



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**507 Hall Street
Nelson, B.C. V1L 1Z1
(604) 352-9916**

July 10, 1991

Re: Role-Modeling Project

_____ Gender Equity, another buzz word for the nineties. What it means is equal opportunity for young women to achieve economic independence through their work in the world.

In this regard the West Kootenay Women's Association has initiated a role-modeling project. This is a program targeting female secondary school students to gear them to higher career aspirations. A successful needs and interest survey has been conducted and a resource data base of potential role models within the community has been created.

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Fran Wallis
Secretary