



**BURNABY
FAMILY LIFE**
A PLACE TO GO...A PLACE TO GROW!

Sponsorship Proposal Women Driving Their Future

An opportunity to help women build confidence on the road and expand their employment prospects.



www.burnabyfamilylife.org

PROJECT OVERVIEW

Burnaby Family Life (BFL) has delivered programs to families and individuals since 1971. Each year BFL delivers approximately 190,000 hours of services to 3,000 clients within the community. Half of the clients BFL serves come from beyond Canada's borders, and only 30% have English as a first language.

With more than two thirds of BFL's clients being women, our teams observe first hand how life changing supports can help empower women. The ability and confidence to drive, as a core life skill, can expand employment opportunities and participation within community. We also recognized that the ability to drive can at times be directly linked to the ability to settle and integrate in community.

Our surveys show that 85% of refugee women cannot drive upon arrival in Canada and after five years, 4 out of 5 refugee women still cannot drive. It was also identified that a significant number of women in general are unable to drive and this has created a significant barrier to women finding a job, becoming financially independent, and contributing to the economy.

In the summer 2020, BFL launched the "Women Driving Their Future" pilot program with great success. The program employed ICBC-certified instructors to deliver language specific theory and driving practicum to help women prepare and pass their driving test as well as obtain a BC drivers license. Demand for Women Driving Their Future continues to grow, with many women on a wait list for the program as well as several partner organizations who have recognized the potential of this program have clients seeking an opportunity to enroll as well.

BFL is looking for sponsorship opportunities to ensure the viability and longer-term delivery of this life-changing program for women who want to increase their employment prospects.

Thank you for taking the time to review our proposal.



PROGRAM FORMAT

The Women Driving Their Future program is for women who wish to either build their driving confidence and gain a greater understanding of the “rules of the road” and signalization conventions, and/or prepare and practice to undergo testing for a driver’s license.

The program as a pilot was a great success and we were able to test levels of interest and measure the success rates of program graduates in terms of completion of the theory and successful BC driving license (Class 5 or 7). Our team administers the programs and contracts with instructors, selects participants, convenes the groups for theory sessions, and distributes the learning materials.



Eligibility

The program primarily aims to support women seeking to develop skills that will help them increase their employment prospects. Women accepted in this program face multiple barriers to successful settlement and integration in community.

Women must be:

- actively seeking to increase employment prospects
- lower income household
- basic English language skills
- access to computer and vehicle as needed



Components

The program has two levels. Participants may apply for one or both levels if equivalent training or prerequisites have been met.

Level 1- Driving Theory

- 10 hours of classroom instruction
- ICBC knowledge practice test support
- Available in various languages, including English, Farsi, Dari, and Tigrinya
- Learning resources provided in client’s first language

Level 2- Driving Practicum

- On-going intake, preference to graduate of Driving Theory component
- Up to 10 hrs of road training (based on need of individual)
- Access to the ICBC Road Exam (at no charge to the participant)
- Driving Theory prerequisite or proof of equivalent training required to enroll in practicum only

OUTCOMES

- Professional training about the rules of the road contributes to everyone's safety
- Benefit from increased independence and autonomy in how they choose to contribute to their community
- Have a sense of accomplishment and increased confidence in their ability to establish financial stability
- Enjoy broader employment prospects
- Feel safer commuting if they are working late hours
- Freedom to go beyond their immediate surroundings
- Ability to access services and make progress in their personal and family goals

Helping women learn how to drive increases employment prospects and independence. Our team will support connecting participants who successfully obtain their driving license with WorkBC employment centers for assistance finding employment.

With BFL's initial pilot program investment, we empowered **111 women** to learn to drive and complete the eligibility to obtain a BC Driver's license.



BUDGET

Financial Scope

The Women Driving Their Future program was able to be fully funded in 2021 and 2022, but unfortunately ongoing funding is no longer available so we are seeking sponsorship to continue offering this amazing program. The outcomes from the pilot indicate a strong need and interest in the program and we recognize scaling of the pilot into a sustainable program requires dedicated funding.

With funding in place, BFL can realize savings by grouping participants for theory learning, and also offer concurrent programs for groups who speak different languages to accelerate participating women's access to employment prospects.

Program Funding Request:

Gold Sponsorship

- \$22,500
- 60 spaces- up to 30 individuals enrolled in theory class and 30 individuals enrolled in practicum class

Silver Sponsorship

- \$8,500
- 30 spaces- up to 15 individuals enrolled in theory class and 15 individuals in practicum class

Bronze Sponsorship

- \$3,500
- 15 spaces- up to 15 individuals enrolled in theory class

All aspects of the program are offered at no cost to participants.

- Driving Training with ICBC certified trainer (Enhanced Theory) for 12 weeks
- Books and Materials (in client's first language)
- ICBC Knowledge Test Fee
- ICBC Road Test Fee (Silver and Gold Sponsorships)

SPONSOR BENEFITS

BFL's pilot offering was the only one of its kind in the Lower Mainland and a number of established organizations support the learning of women, newcomers and immigrants and enthusiasm for programs like WDTF program is growing.

How you will be recognized as a sponsor:

- logo or branding on all marketing materials for the program
- logo and name recognition on program page of website (over 1700 unique visitors monthly)
- sponsor recognition on all social media posts regarding program (over 4,200 combined followers)
- final outcomes on your program sponsorship will be delivered to outline how your organization's contributions made an impact

*For organizations and individuals looking to do sponsorship as a charitable donation, we would be happy to provide a tax receipt for your contribution, however, the above noted benefits would be modified to align with charitable contributions guidelines.

Next Steps

We will follow up with you in 1-2 weeks via email to see if you are interested in speaking with us further about this sponsorship opportunity. Please also feel free to reach out to me directly.



Navreen Gill, Executive Director
604-659-2208 / ngill@burnabyfamilylife.org



TESTIMONIALS

"With the help of this program, I learned driving and obtained BC Driver's License that enabled me find two jobs. I am now picking and dropping children for a daycare as well as drive to my night shift work in Vancouver."

- past participant

"As a mother, a new immigrant with financial barriers it seemed unachievable goal for me to get my driving license soon, but BFL made my dream come true. Now I can drive safely and happily and carry my kids...Thank you BFL for this program and changing my life!"

-past participant

"This program help me understand traffic rules and understand traffic signs. I now feel safer and confident on the roads when taking my grandchildren to school."

-past participant

"Now I am able to drive my children to school. Prior to learning driving, my commute was longer than 30 minutes each way. Your program had changed my and my children's lives for good."

-past participant

"The Women Driving Their Future program was the most precious and highly valuable experiences for our clients."

-partner organization



COMPANY PROFILE

PROVIDING PROGRAMS AND SERVICES TO THE BURNABY COMMUNITY FOR OVER 50 YEARS!

BFL has taken a lead role in advocating for increased community coordination and partnership within programming. Our ability to manage relationships with stakeholders is evident by our strong community presence and leadership role in the community.



Family Support Programs

We are proud to offer Family Resource and Family Life Education Programs that offer innovative individual and group support sessions for learning and sharing.



Pre and Post Natal Services

Free and confidential programs for expecting and new moms experiencing challenges or barriers in their lives, and who reside in Burnaby or New Westminster.



Counselling Services

Our counselling program offers psycho-therapy to women and children who have experienced trauma due to abuse and violence.



Child Care Services

We offer licensed child care services, summer camp and LINC Child-minding services at locations throughout Burnaby.



Newcomer Services

Our Moving Ahead and Burnaby Intercultural Planning table offer services and connections for newcomers to Canada.



ABOUT US!

Burnaby Family Life's mission is to deliver high quality services that meet the current and emerging needs of individuals, families and the community in all its diversity. We facilitate and empower collaborative community solutions to enable all to reach their full potential.

Current Annual Report

Please view [here](#).

Current Financial Statements

Please view [here](#).



67%

of clients speak a first language other than English

3000

clients served annually

39

different first languages spoken by staff

175,101

total service hours