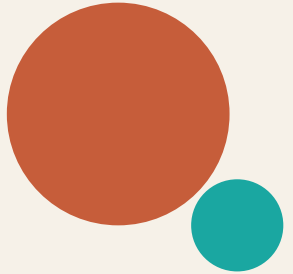


Invest in the people who will build the green economy.

Shift Ground connects young people, place and possibility through futures literacy, environmental learning, paid work and practical community action.

We invite companies to help turn climate awareness into agency, and agency into credible pathways for young people.





The green transition has a people problem.

Climate learning is growing. Green-economy investment is growing. Yet the connective tissue between awareness, experience, confidence and work remains thin.

THE MISSING MIDDLE

Young people may encounter climate education, STEM outreach and career guidance as separate experiences. They are asked to care about the future without always being given a meaningful role in building it.

Shift Ground works in that gap: where knowledge becomes participation, participation becomes agency, and agency makes future pathways visible.

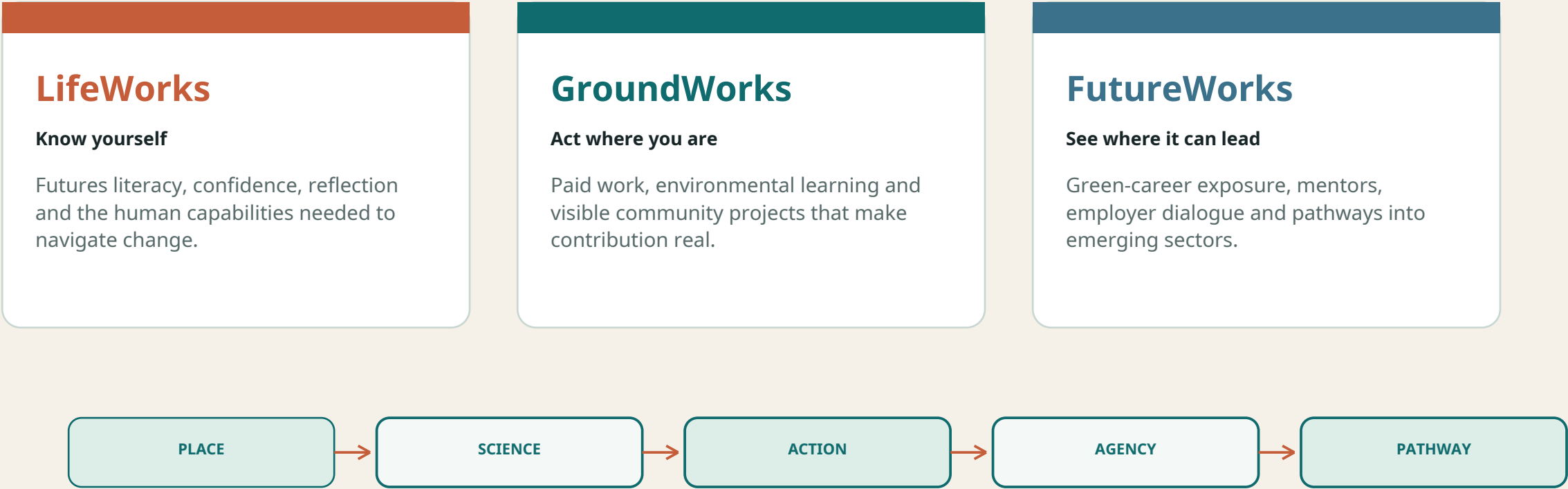
THIS IS NOT A DEFICIT STORY

Young people are not short on concern, intelligence or ambition.

- They need earlier access to authentic experiences.
- They need recognition, belonging and representative mentors.
- They need paid opportunities that make participation possible.
- They need a clear line of sight from learning to contribution.

Three pathways. One purpose: agency.

We create connected experiences that help young people understand themselves, act in place and imagine where their contribution can lead.





Build pathways. Learn what works.

Our ambition is not to produce activity counts alone. It is to understand what helps young people move from uncertainty to participation, and from participation to viable next steps.

Who we want to reach

Young people navigating periods outside employment, education or training; students and early-career youth without established networks; and young people whose geography, identity or circumstances limit access to emerging opportunities.

Place and possibility

Youth outmigration is not simply a loyalty problem. It can reflect whether meaningful work, belonging and future pathways are visible locally. We want to test whether paid experience, mentors and employer connections change what young people imagine is possible where they live.

Evidence into action

We will combine participation data, baseline and follow-up measures, youth reflection, educator and employer feedback, and pathway tracking. With consent and appropriate safeguards, that learning can inform practice notes, policy briefs, recommendations and working papers.

We will not claim that one program can reverse youth outmigration. We will ask a more useful question: which combinations of paid experience, place-based learning, belonging and visible pathways make staying, returning or contributing locally more imaginable?

Sponsor an outcome, not just a logo.

Partnerships can begin with one practical activation or grow into a multi-year commitment. Each opportunity is scoped with clear outputs, safeguards and reporting.

A first green job \$7,500+ Paid youth placement, supervision, learning plan and pathway-building.	A learning activation \$2,500+ School, educator or community event with practical materials and youth voice.	A LifeWorks Lab \$5,000+ Futures literacy, reflection, confidence and career-imagination sessions.
A GroundWorks project \$15,000+ Place-based environmental learning and visible community action.	A FutureWorks pathway \$10,000+ Employer encounters, mentors, field visits and green-career exploration.	Shared capacity \$25,000+ Flexible infrastructure that makes programming safer, stronger and repeatable.

In-kind partners can contribute equipment, transportation, venue access, software, professional expertise, printing or food - when the contribution directly advances the work.



Start where the fit is strongest.

The ranges below are guides. We build the final scope around the outcome, the people involved and what responsible participation looks like.

PARTNERSHIP	ILLUSTRATIVE INVESTMENT	WHAT IT CAN SUPPORT	RESPONSIBLE PARTNER VALUE
Activation Partner	\$2,500-\$5,000	One workshop, exhibit, school engagement or community learning experience.	Recognition on Shift Ground-controlled materials, social acknowledgement and a concise outcome note.
Youth Pathway Partner	\$7,500-\$15,000	A paid placement, youth cohort or defined LifeWorks/FutureWorks cycle.	Program recognition, appropriate employee participation and a learning-and-impact update.
Community Impact Partner	\$15,000-\$30,000	A GroundWorks project, learning site or substantial program stream.	Co-designed engagement, visibility attached to the supported work and a partner briefing.
Founding Green Futures Partner	\$30,000+	Flexible annual support across youth employment, programming and organizational capacity.	Year-round recognition, periodic learning updates and an annual strategic conversation.

Small enough to be responsive. Serious enough to build for the long term.

WHAT IS ALREADY TRUE

- Federally incorporated Canadian non-profit.
- Youth work placements delivered in Winnipeg in 2026.
- LifeWorks, GroundWorks and FutureWorks form one connected model.
- Invited to contribute to the ECAEN-MB MTS PD Day, bringing our work on youth agency into dialogue with Manitoba educators.
- Contributing to Adaptation Forum 2026 conversations on workforce capacity and community adaptation.
- Rooted in Winnipeg and Brandon, with a model designed to grow across Manitoba.

OUR PARTNERSHIP PROMISE

- Clear scope, budget and intended outcomes.
- No ownership of youth stories without informed consent.
- Recognition proportionate to the contribution.
- No inflated claims and no mission drift.
- Transparent learning, stewardship and follow-through.

The conversation starts with one question:

What future do you want young people to be ready to build?

Start a conversation
shiftground.ca