

Take Our Kids to Work™

Wednesday November 5th, 2025

Lead sponsor:



Lift Up the Future

CELEBRATION REPORT

December 2025

The Students
Commission
of Canada

Centre of Excellence for
Youth Engagement



La commission
des élèves du
Canada

Le centre d'excellence pour
l'engagement des jeunes

Take Our Kids to Work Day

For over three decades, **Take Our Kids to Work Day** has created opportunities for young people to explore the world of work, connect with caring adults, and discover pathways they may have never considered. Once again, TOKW 2025 brought together thousands of youth, educators, families, and workplaces across Canada for a day of meaningful career discovery.

This report highlights our national reach, program impact, key successes, sponsor contributions, and the insights shared by participants across the country.



Over 231,700 Grade 9 students participated: approximately 60% of the students across Canada.



5,000 youth attended Career Live in real time, engaging directly with workplace leaders from across the country.



40% returning organizations: employers participating year after year.



Lift Up the Future

With a theme of Lift Up the Future, this year's edition focused on spotlighting diverse pathways, amplifying youth voice, and building spaces where young people can explore, imagine, and shape their futures.



Real-World Insights

This year's theme helped students see how their interests connect to future opportunities. Through conversations, workplace visits, and real stories from professionals, youth gained clarity, confidence, and new ideas about what's possible.

Lifting Each Other Up

Adults from across Canada — teachers, caregivers, and workplace hosts — took time to support and uplift young people. Their belief in youth potential created a culture of encouragement that strengthens confidence today and the workforce of tomorrow.

The Future of Work

Youth saw firsthand how careers are evolving with new technologies, skills, and industries. The theme helped make the future feel exciting, accessible, and full of opportunity for every young person.



A Truly National Event

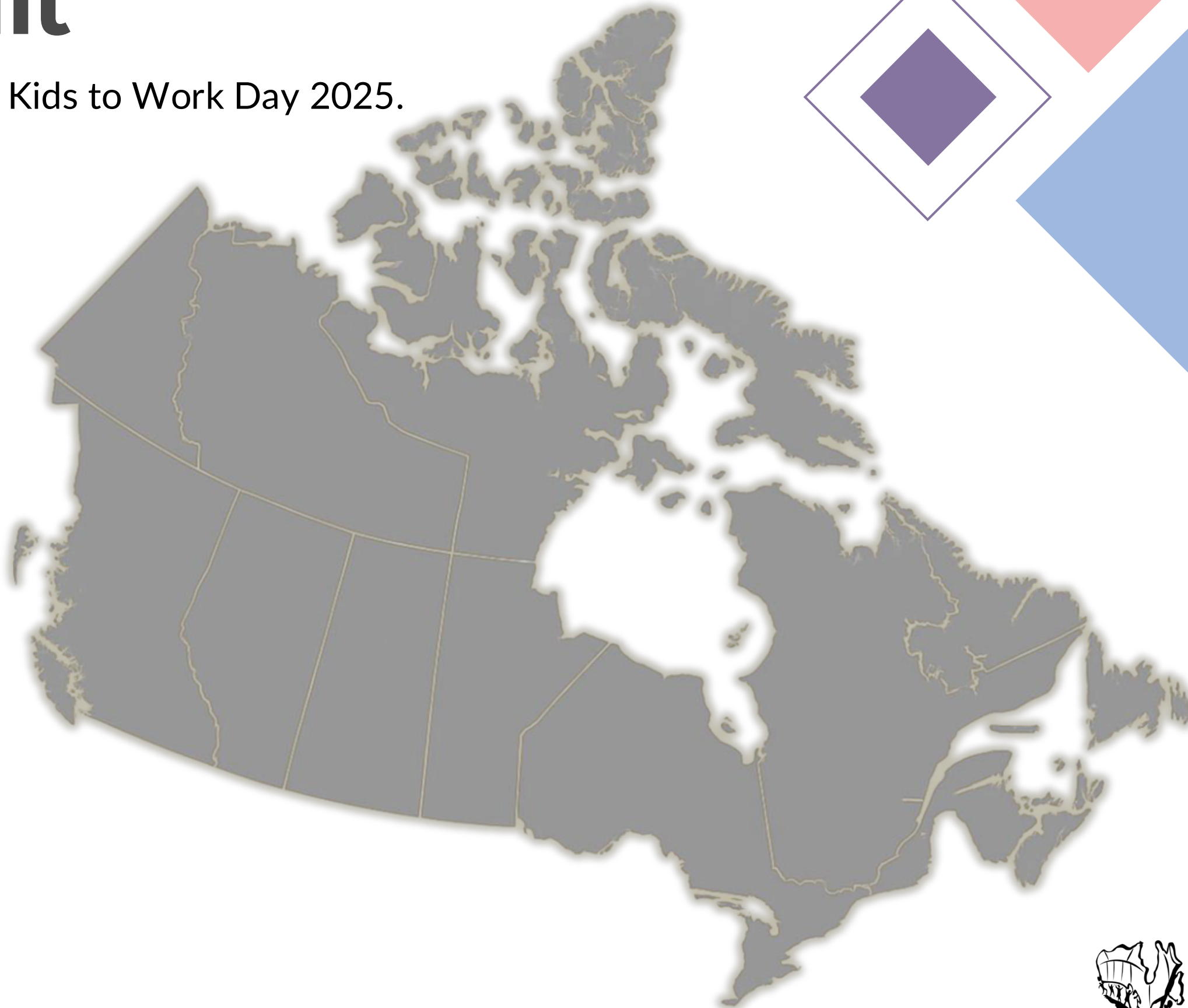
Every province and territory participated in Take Our Kids to Work Day 2025.

386,271*
Students

1,123
Educators

920
Workplaces

2,168
Families



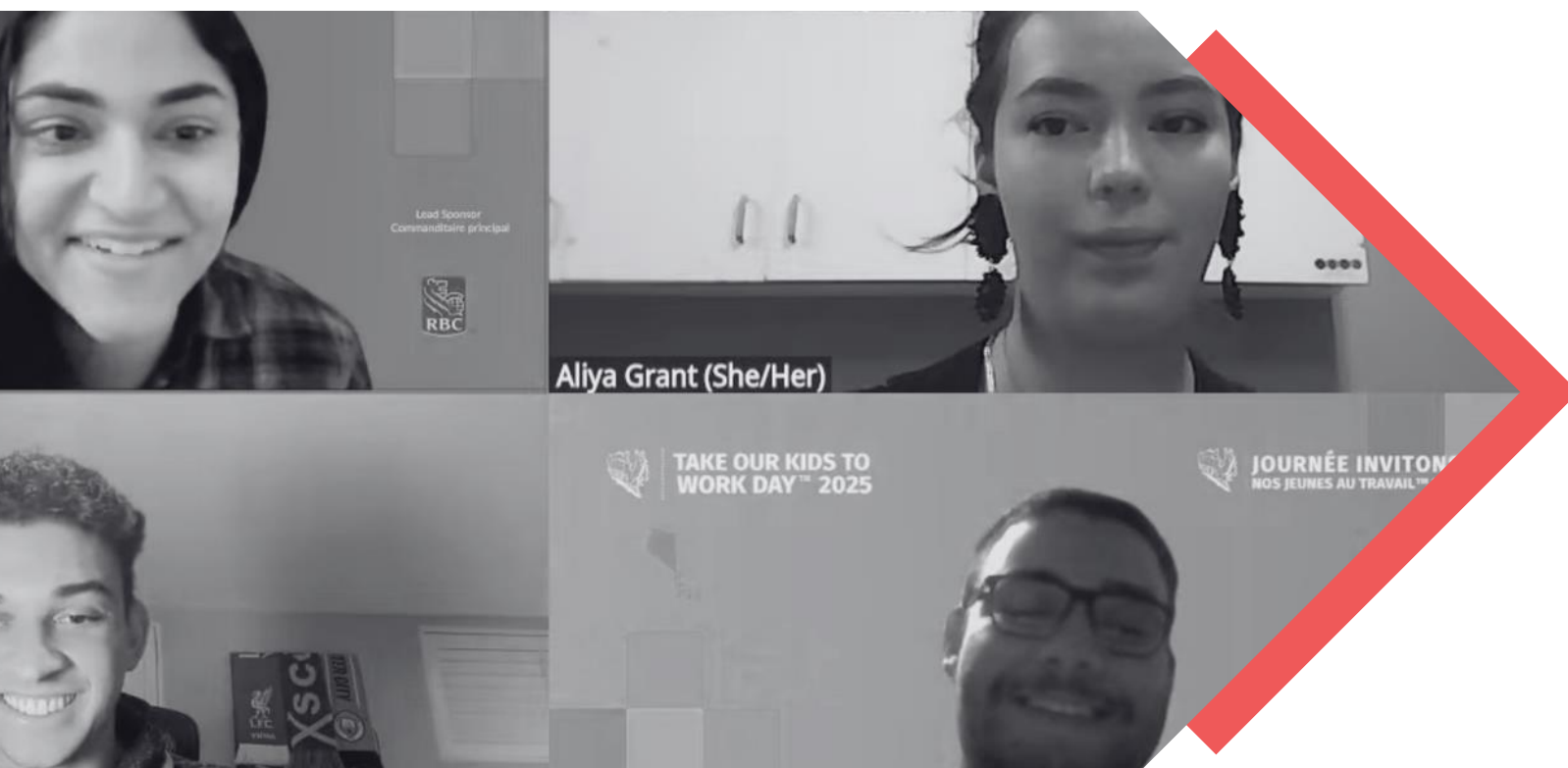
*of this total of Grade 9 students in Canada, at least 60% participated in Take Our Kids to Work activities, representing more than 231,700 participants.



Career Live: Overview

Career Live created a national space where thousands of youth could connect directly with professionals, ask real questions, and see the diversity of career paths across Canada. It brought career exploration to life in an interactive and accessible way.

21 Guest speakers



5,000 attendees nationally



10 hours livestream



790 questions answered

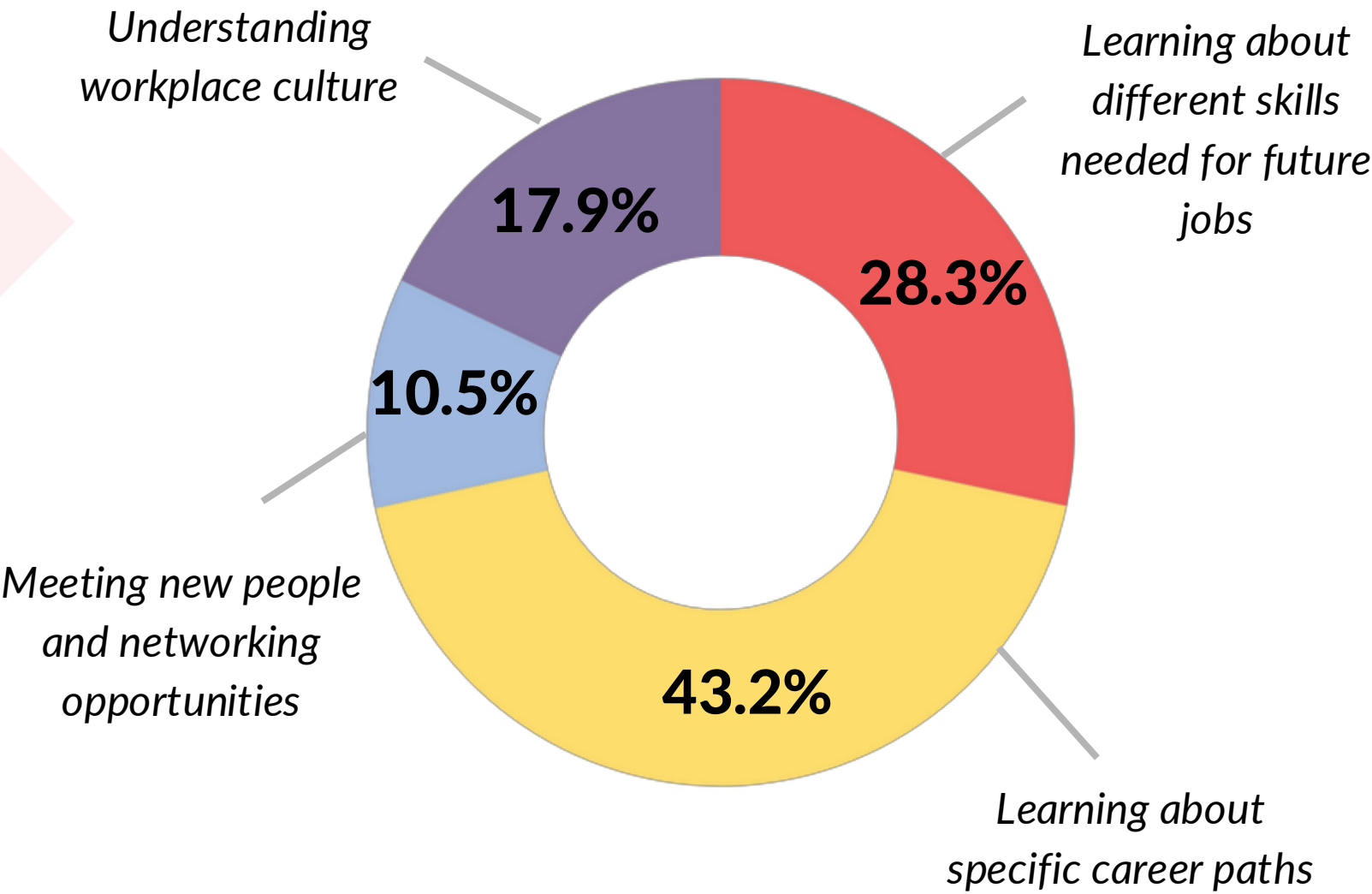
Topics covered: International Work, Occupational Therapy, Technology, Innovation & Robotics, Finances, Marketing and Sports, Non-for-profit Youth Work, the Energy Industry, and more!

Career Live Recording: <https://youtube.com/live/-kllT6xNYa8?feature=share>



Career Live: The Answer to a Need

What did youth take away from Career Live?



86% of youth found Career Live helpful!

"Thank you so much for hosting this!! I am so glad I could participate in some way considering my parents could not take me to their work. And I have been here for the whole day so good for me! 😊" - youth attendee

"This was great I learned a lot, and I am so thankful being able to experience this. I am so excited to apply what I learned in my daily life and look forward to doing the things I have learned in my future. Thank you so much." - youth attendee



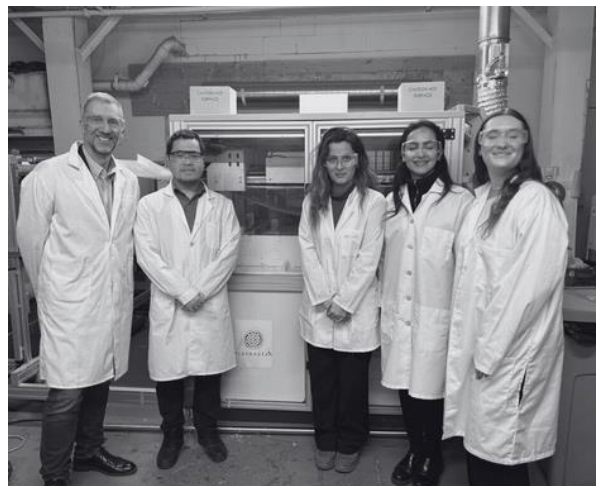
Stories Spotlight

This year, we had two meaningful matching initiatives that connected young people with real-world workplaces in their communities. These experiences offered youth a closer look at career pathways they might not otherwise encounter, helping them build confidence, curiosity, and a sense of belonging.



Linamar Guelph, ON

A group of youth had the opportunity to visit Linamar, where they toured the facility, explored advanced manufacturing roles, and engaged directly with staff who shared insights about skills, innovation, and future opportunities.



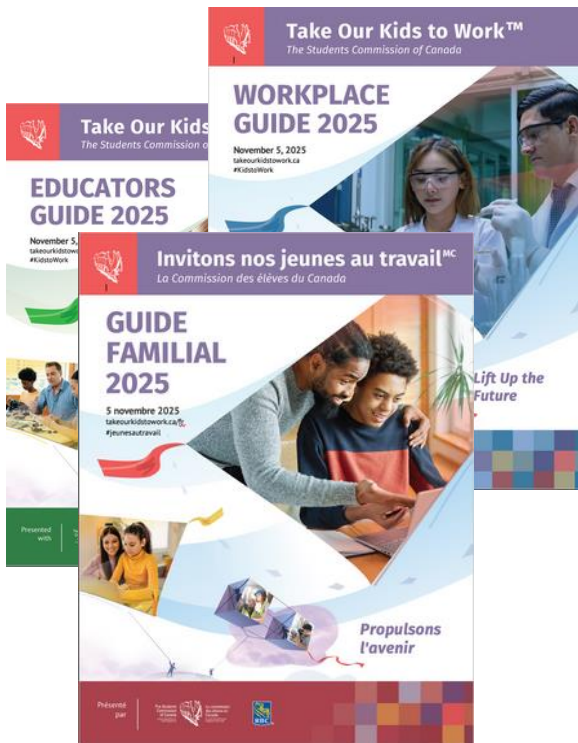
Plasmagear Montreal, QC

In Montréal, Plasmagear opened their doors for a visit that provided hands-on exposure to engineering and production processes—an experience that sparked enthusiasm.



Practical Resources for a Meaningful Day

We created a suite of easy-to-use resources to help educators, families, workplaces, and youth get the most out of Take Our Kids to Work Day.



3 Resource Guides



Parental Consent



Career Postcards



Poster



Certificate



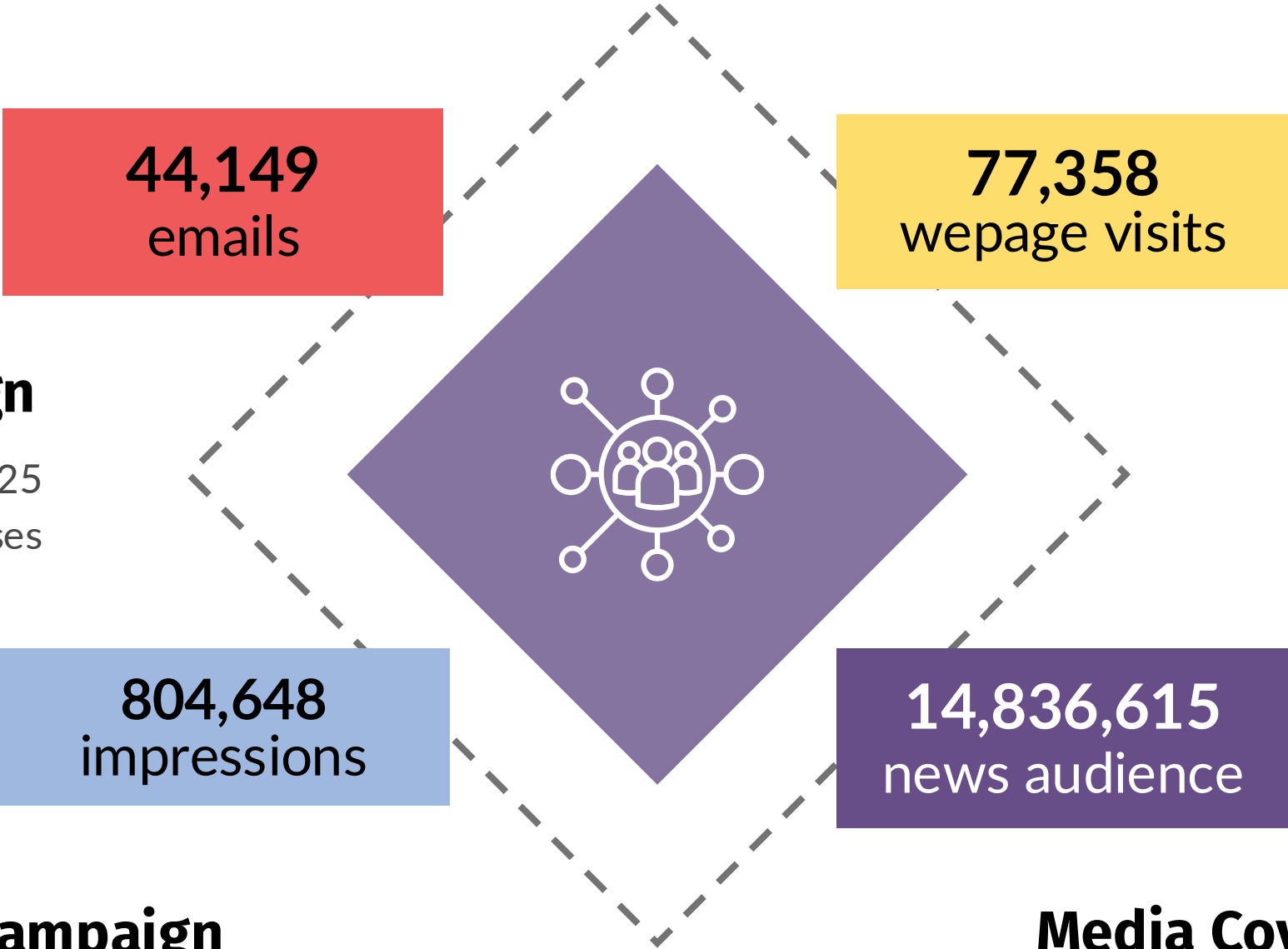
Cornerstone Video

1,618 views



Engaging Audiences Across Every Channel

We engaged our various audiences across multiple channels, amplifying our message and keeping everyone connected and informed.



Email Campaign

Running from May-November 2025
13 Email Blasts - 11,500 unique email addresses

Website

Webpage featuring our sponsors and resources, promoted through the Canadian School Counsellor e-magazine.

Social Media Campaign

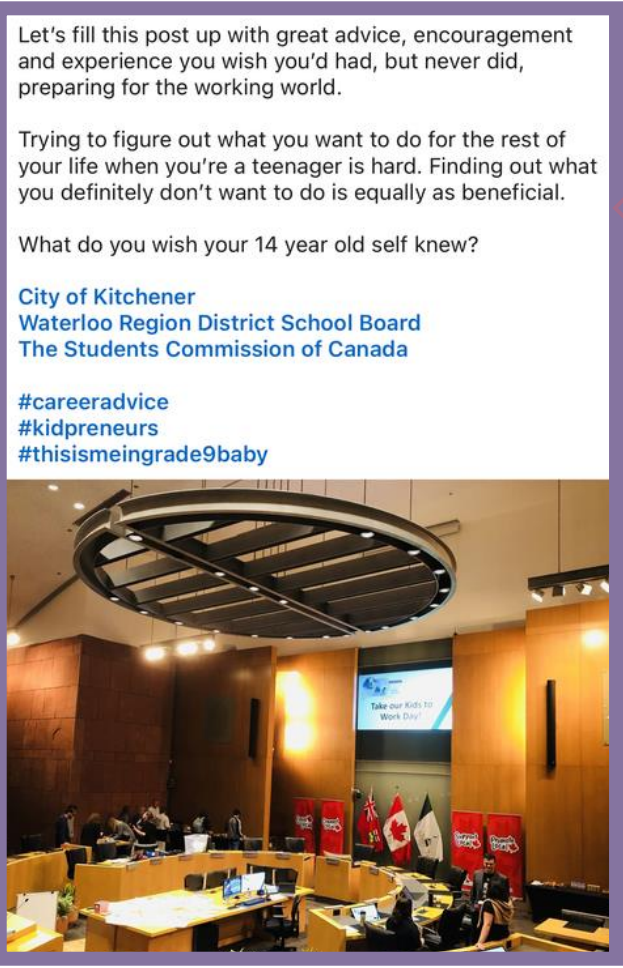
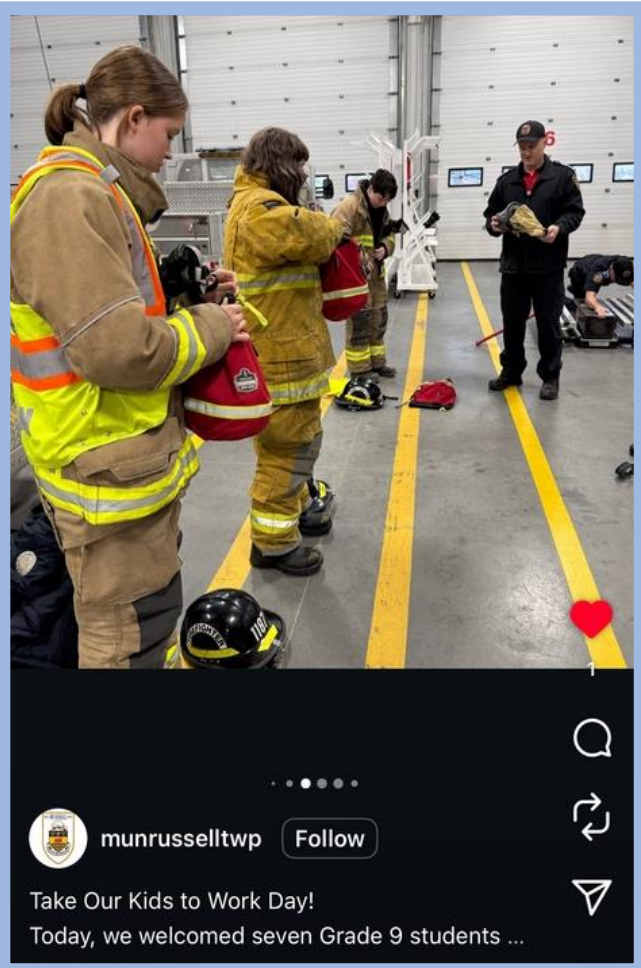
15 posts shared on all platforms, promoting Career Live, sponsors and resources.

Media Coverage

24 mentions including television, digital, and radio segments across various markets nationwide.



Take Their Word For It!



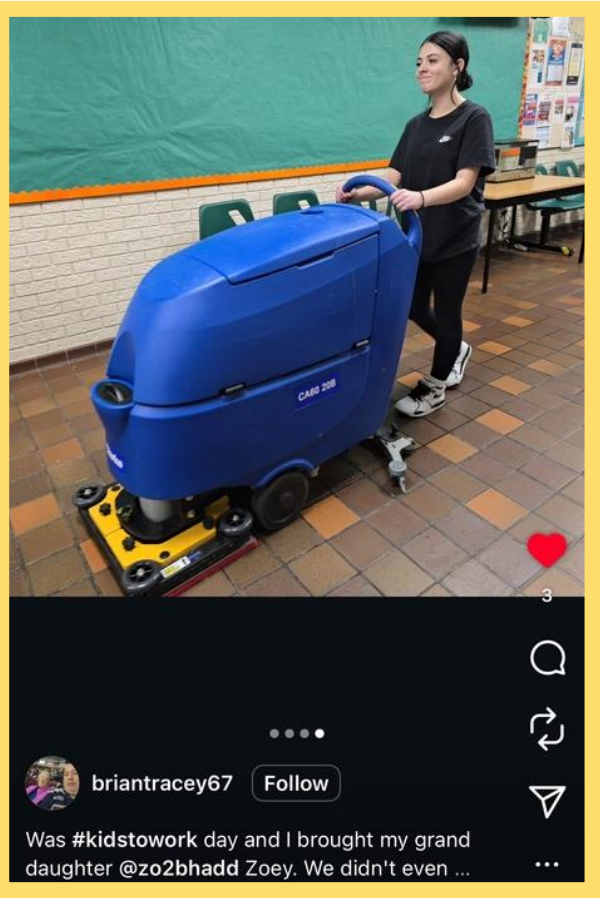
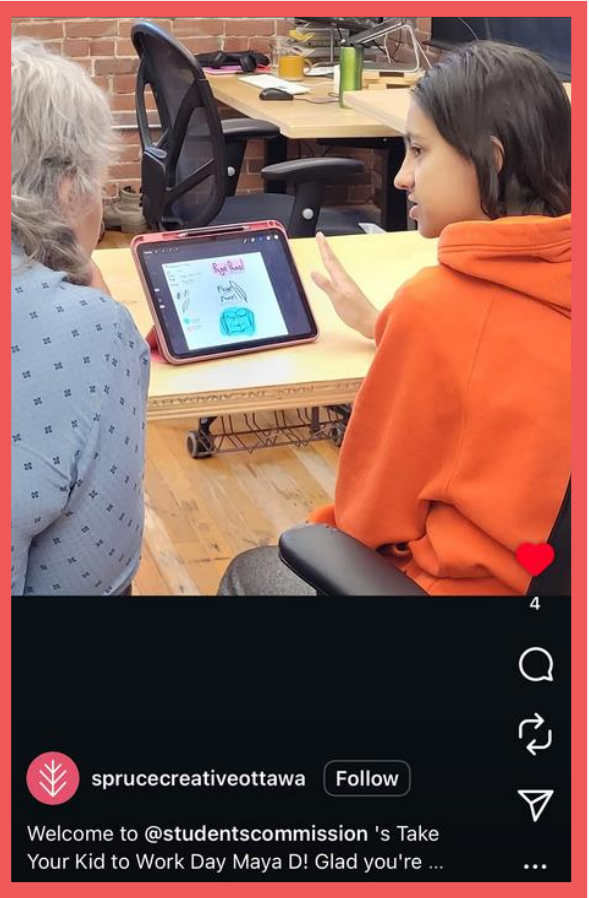
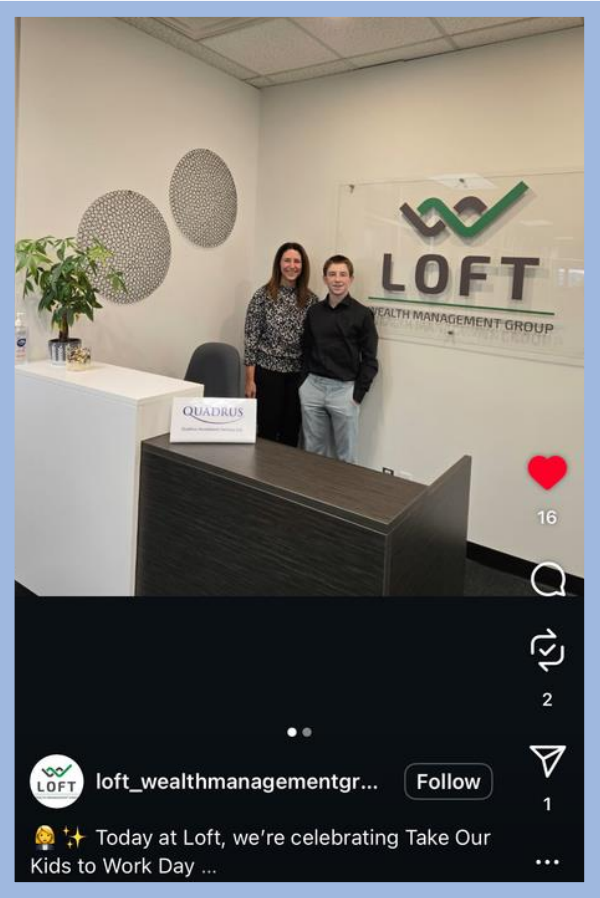
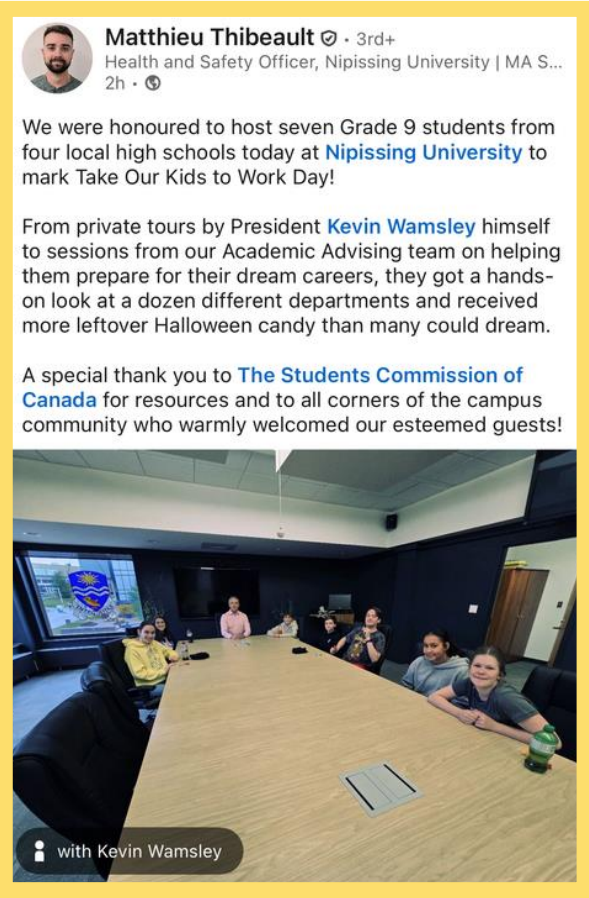
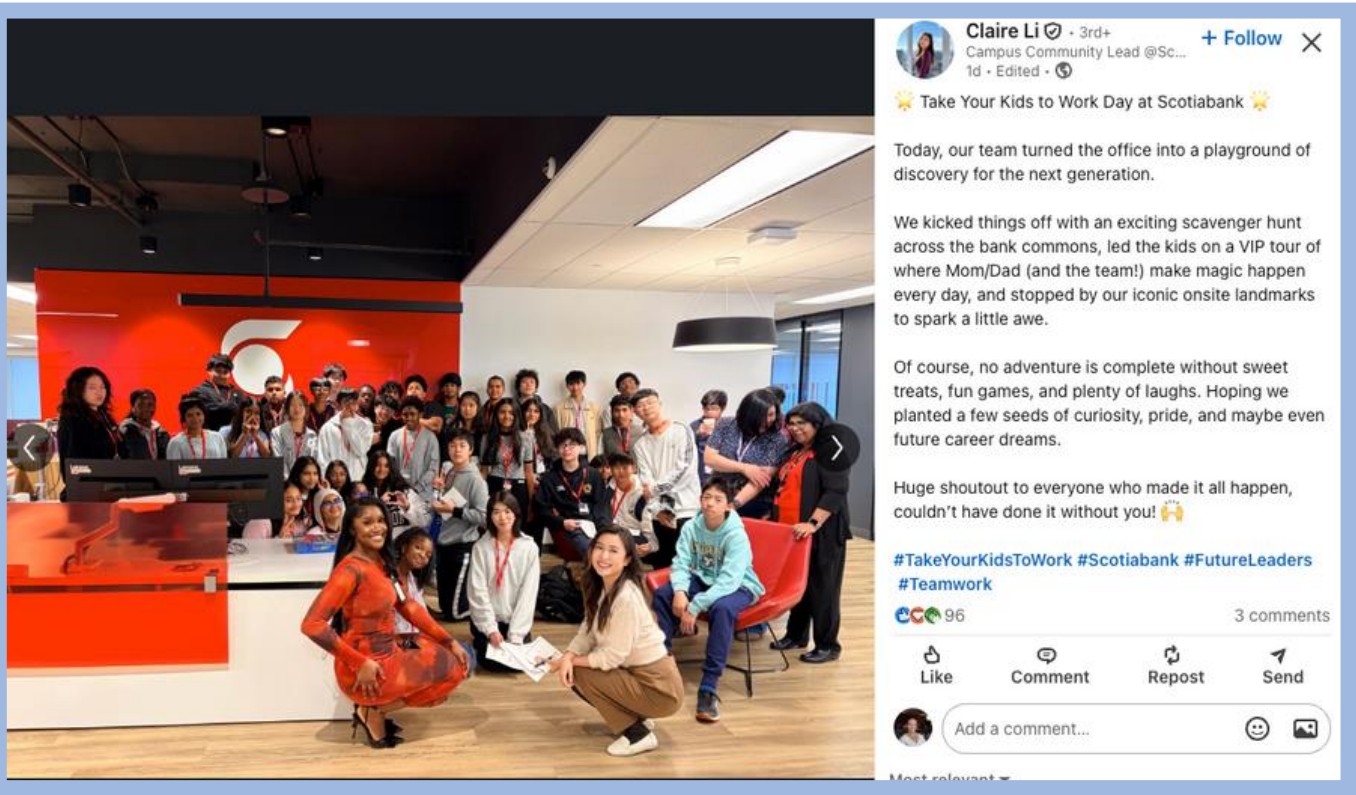
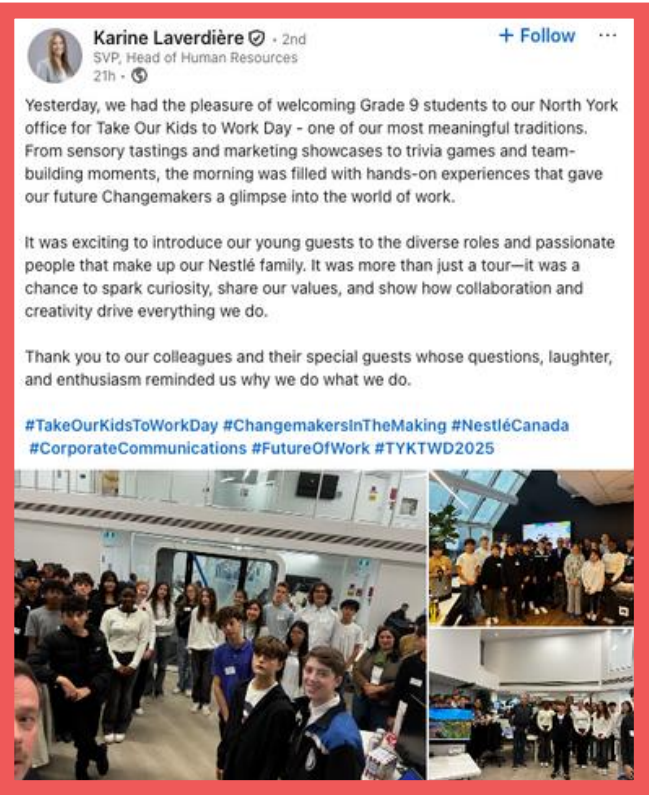
“[I followed my parent in their workplace] I loved the entire experience.” - student

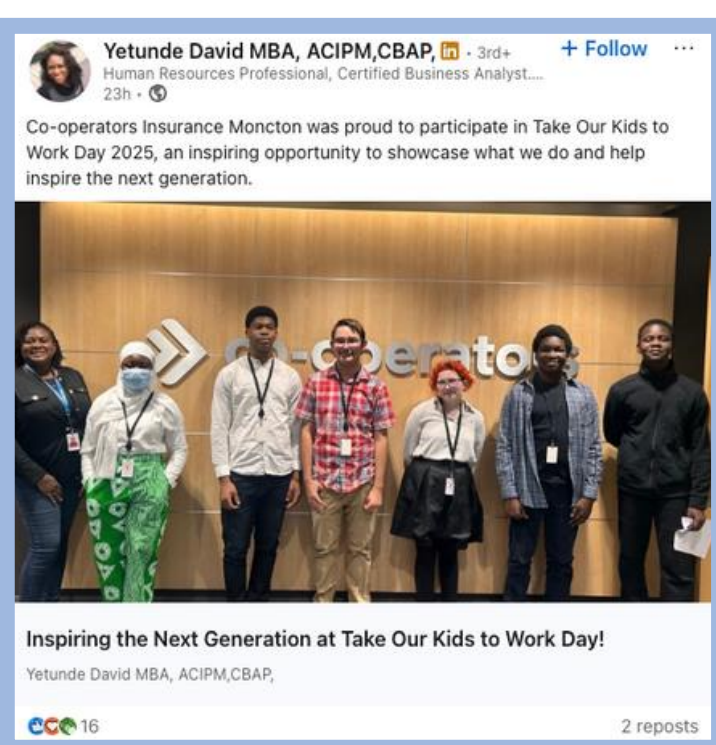
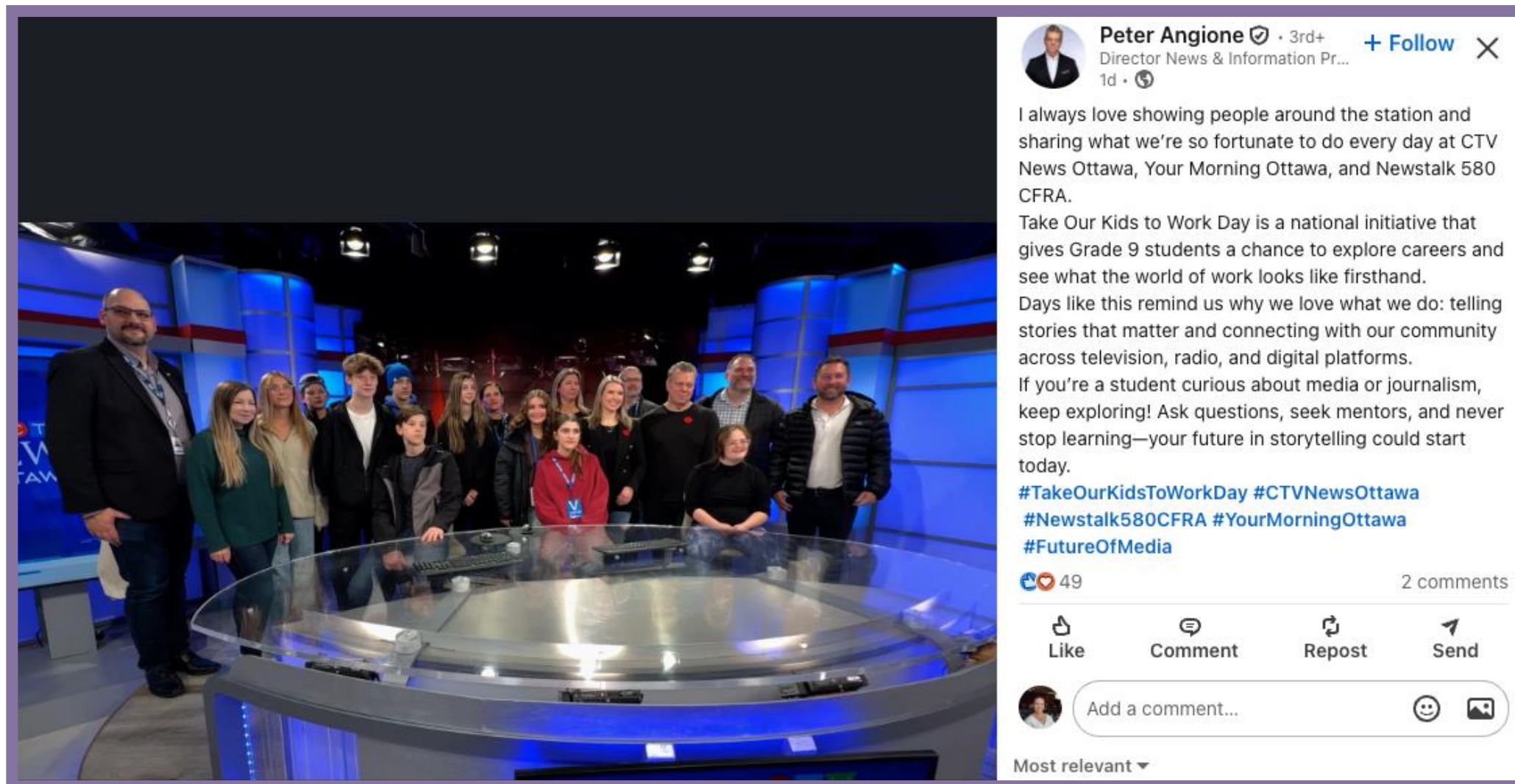
“L'engagement des élèves à trouver/proposer eux-mêmes des endroits potentiels où aller. Les cartes postales de carrières ont été très appréciées aussi.” - educator



“While we ended up with more students than planned, we managed to adapt quickly to the technology change. The 5 students were from 3 different schools so by lunch time, they were having a great time. Feedback from the students, parents and employees was very positive.” - employer

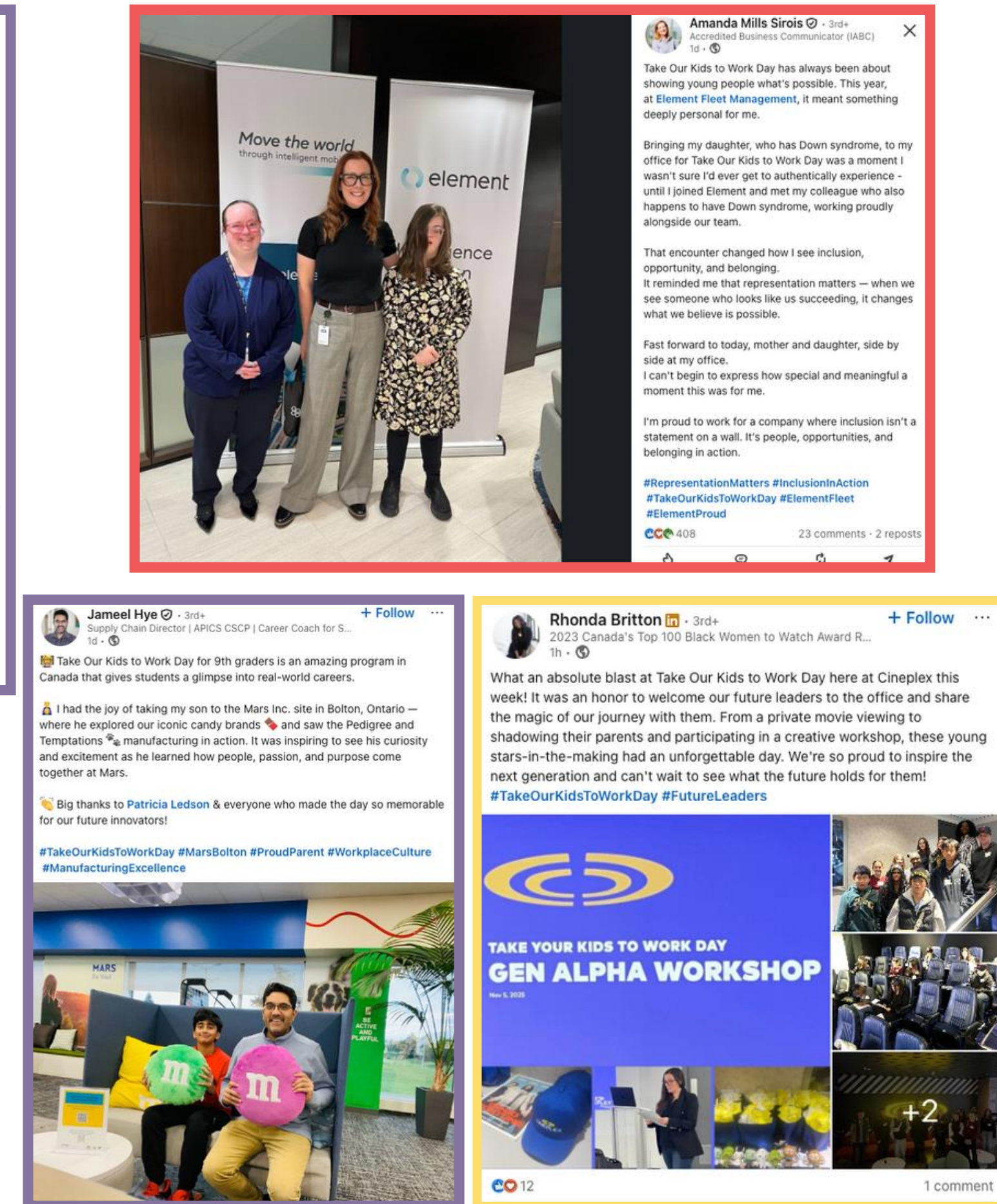
“[My highlight was] child parent bonding and connection to real life experience.” - parent





“[My highlight was] the reports the students submitted yesterday. Very positive experiences. Employers and parents were great as the involved the students they didn't just have to observe which made it so successful.” - educator

“[My highlight was] Seeing the kids actually engaging with the employees we had available to speak with them.” - employer





Looking Ahead

Join us next year on **November 4, 2026** for
Take Our Kids to Work Day.

2026 Theme: *Different Perspectives, Shared Direction* - highlights how career exploration grows stronger when young people encounter diverse stories, pathways, and lived experiences—and discover the shared values that guide us toward a thriving future workforce.

Our Goal: To bridge even more young people to *meaningful, eye-opening career exploration opportunities*, strengthening our role as a connector between youth, schools, families, and workplaces across Canada.



Thank you to our 2025 Sponsors

We are all in good company

We are grateful for the support of our sponsors who worked purposely with us to empower youth to succeed.

Thanks to your support, the 2025 resources remain on our website as legacy resources for the Take Our Kids to Work movement.

