

Take Our Daughters and Sons to Work Day® Thursday, April 22, 2021

Looking forward towards its 28th anniversary in 2021, Take Our Daughters and Sons to Work Day® is an international event celebrated by millions of students, parents, educators, and employers. It is a day when students dream big and learn how to make them come true.

Originally started in 1993 by Gloria Steinem and the Ms. Foundation, the event was intended to provide a way to “make girls visible, valued, and heard in the workforce.” In 2003, the event was expanded to include boys under the rebranded name Take Our Daughters and Sons to Work Foundation®.

Today, the Take Our Daughters and Sons to Work Foundation® is continuing its commitment to events that build on the imagination of what is possible in the workplace, contribute to the future of a diverse (socio-economically, racially, and ethnically) and inclusive workplace, and create access to a variety of careers for all children. We also aim to increase the number of underprivileged students going to college, preparing them through leadership and mentoring.

We are furthering our mission of creating a more equitable world (at home, at school, in the community, and in the workplace) where all children have the opportunity to be exposed to different work options and to become productive in their community.

In recent years, the event has grown to annually involve more than 44.5 million participants in the U.S. and in over 187 countries.

Then along came the COVID-19 pandemic... The 2020 event that was planned for Thursday, April 23, was curtailed as schools and workplaces went virtual and families were urged to shelter-in-place.

As plans are underway for next year’s event on April 22, 2021, we want to be part of moving forward towards a more positive future. TODASTW is planning to tap into technologies that have brought the world together during this time of increased isolation by offering a hybrid virtual option with both live and pre-recorded resources.

We are creating a program with content focused on children and their teachers to allow them to participate from school, home, or wherever they are. We are considering various options, including live speakers, videos showing different jobs, Q&A sessions, and interactive features.

We welcome engagement from companies and businesses that want to participate with sponsorship and workplace virtual tours. We also plan to provide resources for those companies that may be in a position to host in-person programs.

This new approach will allow us to reach more children no matter their location or access to their parents’ employers. As a result, we will be able stay true to our mission of creating more equitable opportunities for children to experience different workplaces and career options.