



# Social Impact Report

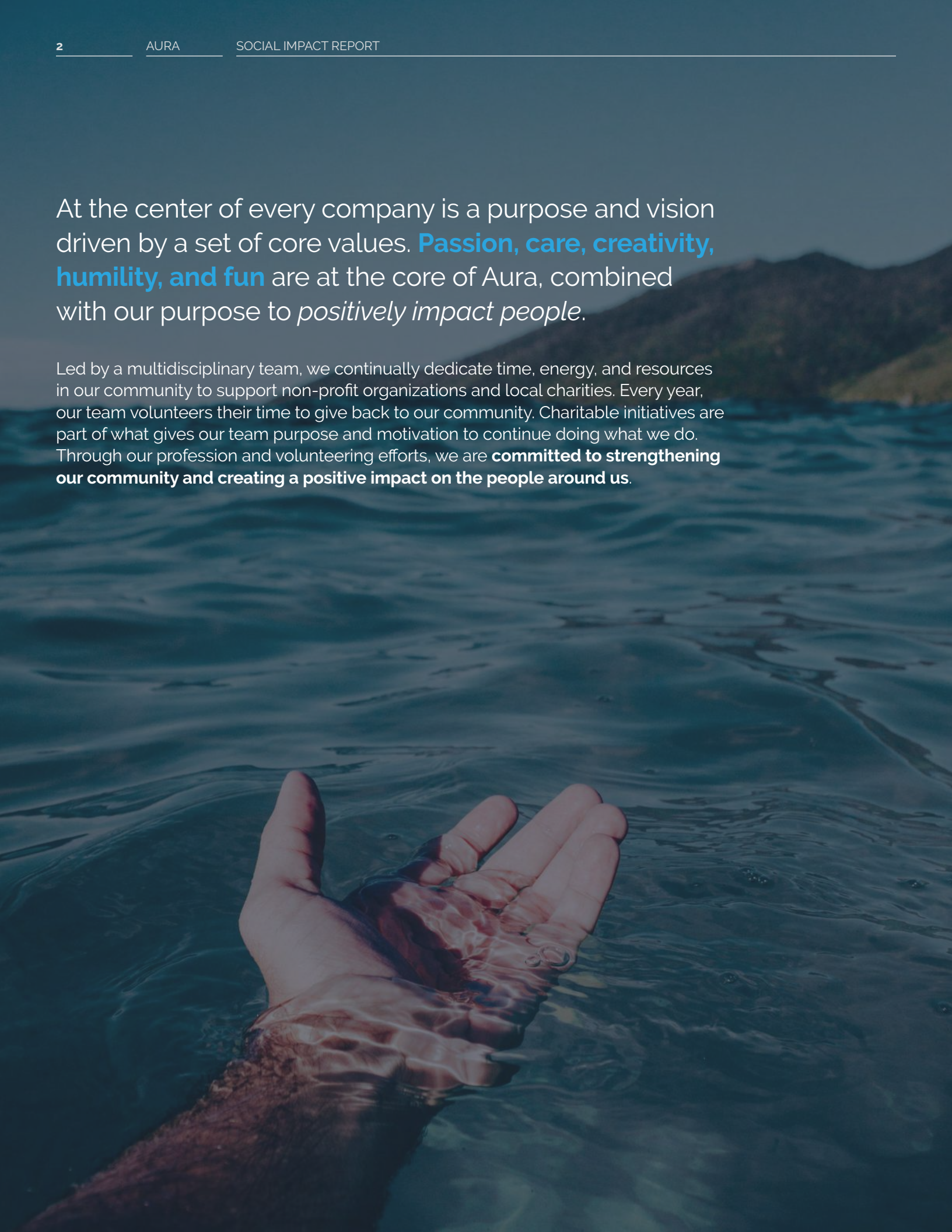
TWENTY TWENTY THREE





At the center of every company is a purpose and vision driven by a set of core values. **Passion, care, creativity, humility, and fun** are at the core of Aura, combined with our purpose to *positively impact people*.

Led by a multidisciplinary team, we continually dedicate time, energy, and resources in our community to support non-profit organizations and local charities. Every year, our team volunteers their time to give back to our community. Charitable initiatives are part of what gives our team purpose and motivation to continue doing what we do. Through our profession and volunteering efforts, we are **committed to strengthening our community and creating a positive impact on the people around us**.





**CATHERINE HADDAD**  
Director  
Community Impact

Dear Reader,

It is with great pleasure that I address you on behalf of Aura, an organization prioritizing people above all else. As the Director of Social Impact, it is with immense pride that I reflect upon the strides we have made this year to positively impact people within our organization, our client base, and the broader community we serve.

At Aura, we dedicate our expertise, time, and resources to **transform workspaces for the better**, which, in turn, allows us to give back to our community through our *Give Where We Live* initiatives. This transformative approach not only enhances the environments in which we operate but also enables us to contribute meaningfully to the betterment of our community.

In 2023, our purpose-driven initiatives sought to support organizations focused on positively impacting individuals affected by illness, homelessness, and hunger. Collaborating with esteemed partners such as *Backpack Buddies*, *Ronald McDonald House*, *Canucks Autism Network*, and *Family Services of Greater Vancouver*, we aligned our efforts with causes that resonate deeply with our commitment to social impact. Homelessness, illness, and addiction touch so many people in our community, and our partnership with organizations that offer crucial assistance and services to the individuals who need it the most is an integral part of our mission. Our team's deliberate choice to engage with these causes reflects the shared values that bind us as a community-driven organization.

At the onset of the year, we set an ambitious goal to positively impact the lives of 800 individuals facing challenges in our community. I am pleased to report that we not only met but surpassed our target, **positively impacting 1002 lives** through charitable donations, volunteer initiatives, and team fundraising. This noteworthy achievement is a testament to the collective dedication and compassion of the entire Aura team. Our employees remain actively involved, donating time and effort to support those in need in our community. This engagement is a testament to our shared commitment and a promise to expand our impact in the years to come. Together, we have forged connections and created positive change that extends far beyond the walls of our organization.

As we reflect on the accomplishments of 2023, we do so with a sense of fulfillment and gratitude. The positive outcomes achieved in the past year serve as a foundation for our enthusiasm for the future. In 2024, we are excited to build upon these successes, continuing our efforts to **create a positive and lasting impact in the lives of those who need it most**.

Thank you for your unwavering support and commitment to our shared mission. Together, we are not just transforming workspaces; we are transforming lives.



**CATHERINE HADDAD**

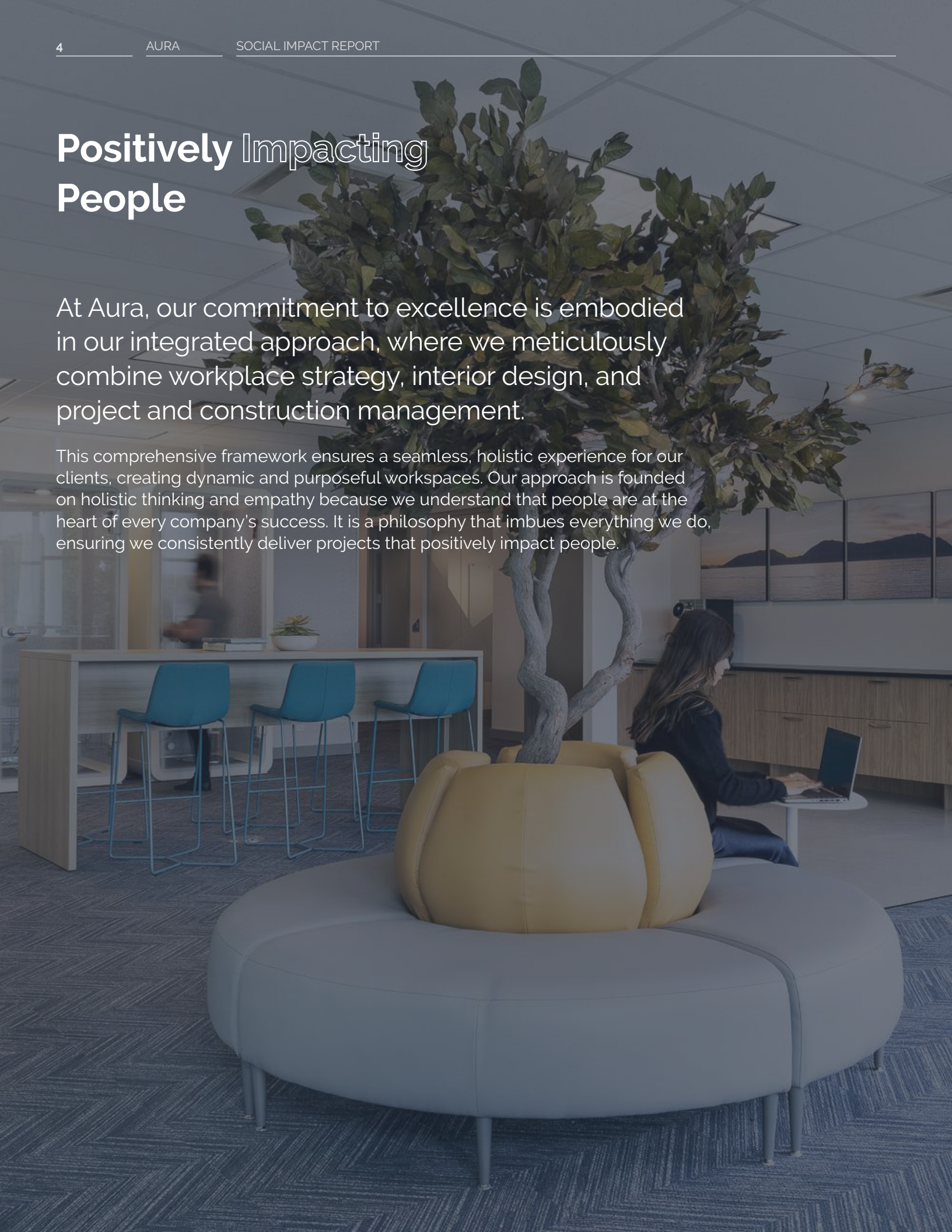
Aura Office Environments  
Director, Community Impact

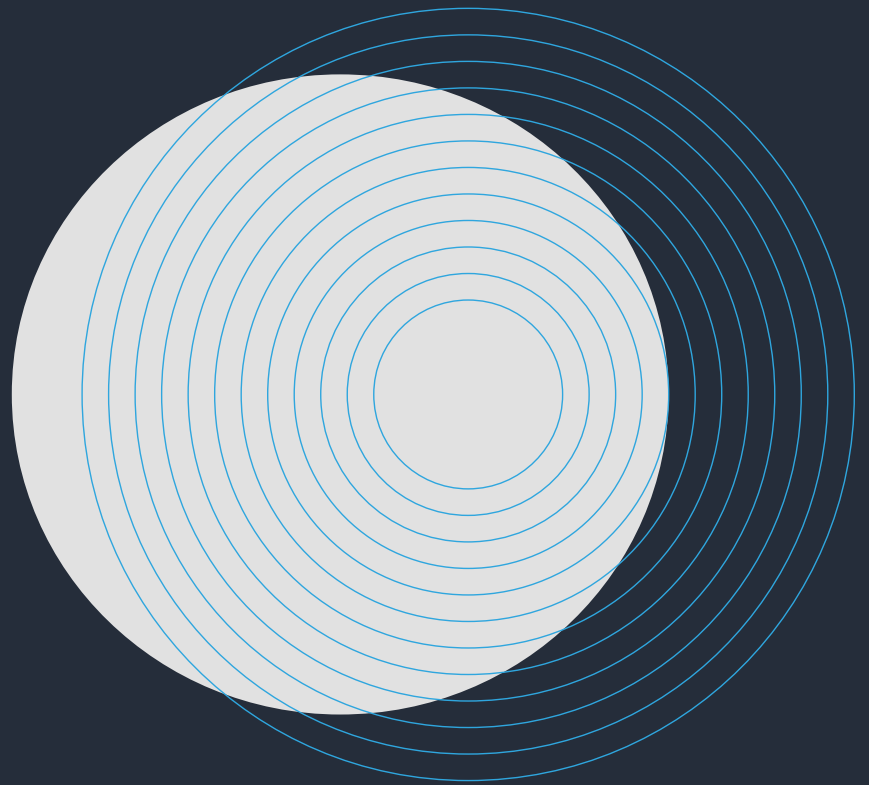


# Positively Impacting People

At Aura, our commitment to excellence is embodied in our integrated approach, where we meticulously combine workplace strategy, interior design, and project and construction management.

This comprehensive framework ensures a seamless, holistic experience for our clients, creating dynamic and purposeful workspaces. Our approach is founded on holistic thinking and empathy because we understand that people are at the heart of every company's success. It is a philosophy that imbues everything we do, ensuring we consistently deliver projects that positively impact people.





**1,002 of our  
Target of 800**

LIVES POSITIVELY IMPACTED  
THROUGH GIVING BACK  
INITIATIVES

**3373**

**Office Lives Positively  
Impacted Through Design  
And Construction**



01



02



03



03





# 2023 Initiatives

01

## **KIT PACKING FOR FAMILY SERVICES OF GREATER VANCOUVER**

[fsgv.ca](http://fsgv.ca)

Quarterly, the Aura team unites for a day of fun and community service. In Q1 2023, we enjoyed ice skating and packing care kits. We partnered with [Family Services of Greater Vancouver](http://Family Services of Greater Vancouver) to assemble these kits to distribute to at-risk youth in the greater Vancouver area. The Aura Team, energized and united, was divided into various groups, each assigned a specific item and quantity to contribute to the assembly of 'care kits' for donation to Directions Youth Services. These thoughtfully curated kits included essential items such as hand warmers, ponchos, food items, and body wash. Each group formed an assembly line with precision and purpose, collectively packing over 100 care kits.

02

## **A LOVING SPOONFUL**

[alovingspoonful.org](http://alovingspoonful.org)

In tandem with quarterly team days, we provide opportunities for our team to volunteer their time during the work week. In July, several volunteers from Aura spent a whole morning packing meals at A Loving Spoonful. A Loving Spoonful is an organization that provides free, nutritious meals to those living with HIV in Metro Vancouver to enhance their quality of life and reduce barriers to food insecurities. Our agile team packed 396 meals, helping reach the organization's goal of providing approximately 200,000 meals each year to those most vulnerable in our community.

03

## **CHARITY SPORTS DAY**

[rmhbc.ca](http://rmhbc.ca)

In August, Aura hosted our first inaugural Charity Sports Day event. For this event, we invited several trades and partners we work with for a day of camaraderie and friendly competition. The outdoor event featured various sports and activities, fostering a sense of teamwork among participating teams. Beyond the thrill of victory, the winning team earned the privilege of directing the \$5000 prize pot toward a charitable cause of their choice. The chosen beneficiary was The Ronald McDonald House – BC & Yukon, a decision reflecting the collective desire to make a meaningful impact. The donated amount, equivalent to a 33-night stay, offers a crucial support system for a family with critically ill children. Aura's Charity Sports Day not only brought our community together in a spirit of friendly competition but also exemplified our commitment to creating positive change in the lives of those facing challenging circumstances.

## CONTINUED: 2023 INITIATIVES

04

### **RONALD MCDONALD HOUSE- LEADERSHIP TEAM MAKING MEALS.**

[rmhbc.ca](http://rmhbc.ca)

Every year, Aura's Leadership Team volunteers their time towards the Ronald McDonald House Charities (RMHC) Family Meals Program. This annual tradition sees our Leadership Team volunteering to select a dinner menu, purchase ingredients, and gather in the House kitchen to prepare and serve a meal for families residing at the House. This initiative provides essential support and a meaningful opportunity for our team to connect with and serve families navigating challenging times. It is truly an event our leadership team looks forward to each year.

05

### **WINTER WARMING EVENT: SUPPORTING COVENANT HOUSE**

[www.covenanthouse.org](http://www.covenanthouse.org)

In December, Aura and Cadillac Fairview joined forces to host Winter Warming, a charitable initiative aimed at gathering new and gently used coats, along with other winter essentials, for Covenant House. Covenant House is a non-profit organization whose goal is to provide safe housing and holistic care to youth ages 16–21 experiencing homelessness and survivors of human trafficking.

The collaborative efforts of the Aura team and engaged tenants from various Cadillac Fairview office towers resulted in a generous contribution of 15 boxes filled with clothing. This collective endeavour will provide crucial support to 116 young individuals throughout the winter season, making a meaningful impact on their lives.

06

### **WECARE 2023**

[rmhbc.ca](http://rmhbc.ca)

In 2023, Aura celebrated its second consecutive year participating in We Care, a touching initiative that unites the Architecture and Design community with local children's programs across over 30 cities in the US and Canada. In Vancouver, we were honoured to collaborate with Frog Hollow Neighbourhood House in East Vancouver.

During the event, Aura took pride in sponsoring a craft table, where 250 children enthusiastically crafted handmade gifts for their family and friends to cherish during the holiday season. This festive occasion, orchestrated by Herman Miller and Contemporary Office Interiors, not only spreads joy but also offers underprivileged children the opportunity to create lasting memories and contribute to the spirit of giving during the holiday season.





## Give Where We Live

Demonstrating our unwavering commitment to community impact, we passionately collaborate with local charities to *give where we live*.

This year, our partnerships with Ronald MacDonald House BC, Yukon, and Canucks Autism Network enabled us to uplift 132 families. Through our Winter Warming event and Kit Packing team day, we provided essential support to 224 vulnerable youth in Vancouver. Furthermore, our team's collective efforts at A Loving Spoonful and fundraising efforts for Backpack Buddies allowed for 646 meals to be packed and distributed. At the core of our initiatives is the shared belief that **giving back to local organizations strengthens the very communities we serve**, embodying our dedication to making a meaningful difference.

132

FAMILIES POSITIVELY  
IMPACTED

224

YOUTH SUPPORTED  
THROUGH  
FUNDRAISING AND  
VOLUNTEER EFFORTS

646

MEALS PACKED

Impact  
Metrics





Photographer: Krista Arnot



Thank you to Ronald McDonald House and Canucks Autism Network for the incredible support you provide families. Our team was so happy to have the opportunity to participate in the incredible work you do!



Thank you to Family Services of Greater Vancouver and Covenant House for supporting youth. Aura was pleased to contribute to the cause through fundraising and volunteer efforts.



Thank you to A Loving Spoonful and Backpack Buddies for providing meals to those in need. Aura was honoured to help pack meals and contribute to your important cause.



# Supporting Vancouver's Business Community with TenantTalks

In 2018, Aura embarked on a mission to establish a unique platform enabling tenants to engage in enlightening discussions about the future of workspaces within an educational context. Over the years, TenantTalks has evolved into a thriving global network, and Aura is honoured to serve as its esteemed Canadian partner.

TenantTalks is a non-profit organization devoted to giving back to the community, with the simple purpose of providing a forum for collectively shaping the office of the future. Their events are focused on topics and ideas to improve office environments, focusing on how office design impacts how organizations function today and in the future. Featuring speakers from various industries, disciplines, and locations across the globe, TenantTalks purely educational events bring leaders together for an opportunity to discuss their personal experiences, challenges, and ideas around the use of the office and the evolving ways that we work.

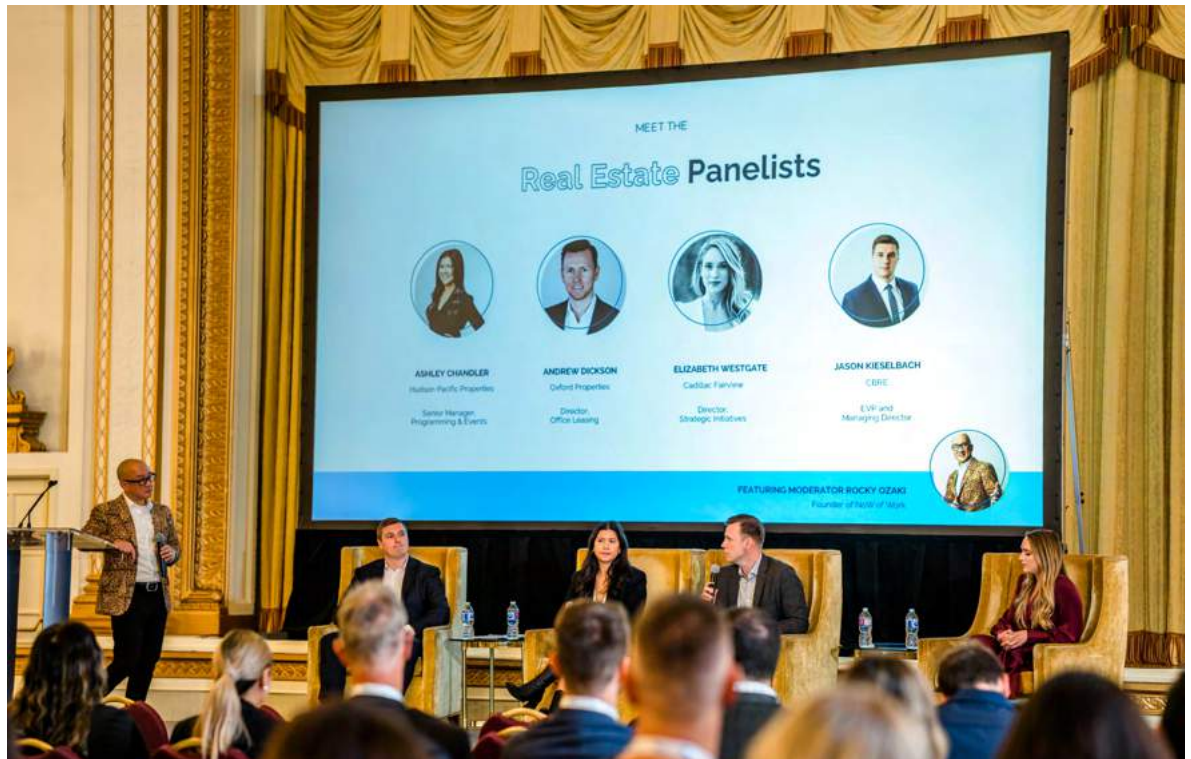
TenantTalks' mission strongly aligns with Aura's core values, with an emphasis on giving back to the community. For each event, an organization is selected as the charity of choice and receives all proceeds from ticket sales. Charities are chosen for several reasons, but they all aim to effect change and make a difference.

In 2023, Aura and TenantTalks partnered together to host two events. The first event, hosted in April, titled "Office Planning in Uncertain Times," raised \$2000 for the Canucks Autism Network. This generous contribution specifically supported the Family Experiences program, creating opportunities for 15 Canucks Autism members and their families to enjoy local attractions across the Lower Mainland, BC's Interior, and Vancouver Island.



We take immense pride in the positive impact of this donation, enabling these families to share precious moments together. It's not just about hosting events; it's about making a real difference, and we're thrilled to have played a part in bringing joy to these families.

On October 16th, Aura and TenantTalks hosted the TenantTalks Summit: Maximizing the In-office Employee Experience. This lively event raised over \$ 7,000 for the Backpack Buddies Foundation. The Backpack Buddies Foundation is a local Vancouver organization fighting the weekend hunger gap for children who experience food insecurity through the weekend. Bags are packed by a team of volunteers and are sent to participating schools to distribute discreetly to children for the weekend ahead. The money raised from the TenantTalks Summit will go towards purchasing food to be packed. In January 2024, Aura will volunteer at the Backpack Buddies warehouse, helping fuel its mission to help hungry children in BC.



“It’s not just about hosting events; **it’s about making a real difference**, and we’re thrilled to have played a part in bringing joy to these families.”



CATHERINE HADDAD

Aura Office Environments  
*Director, Community Impact*

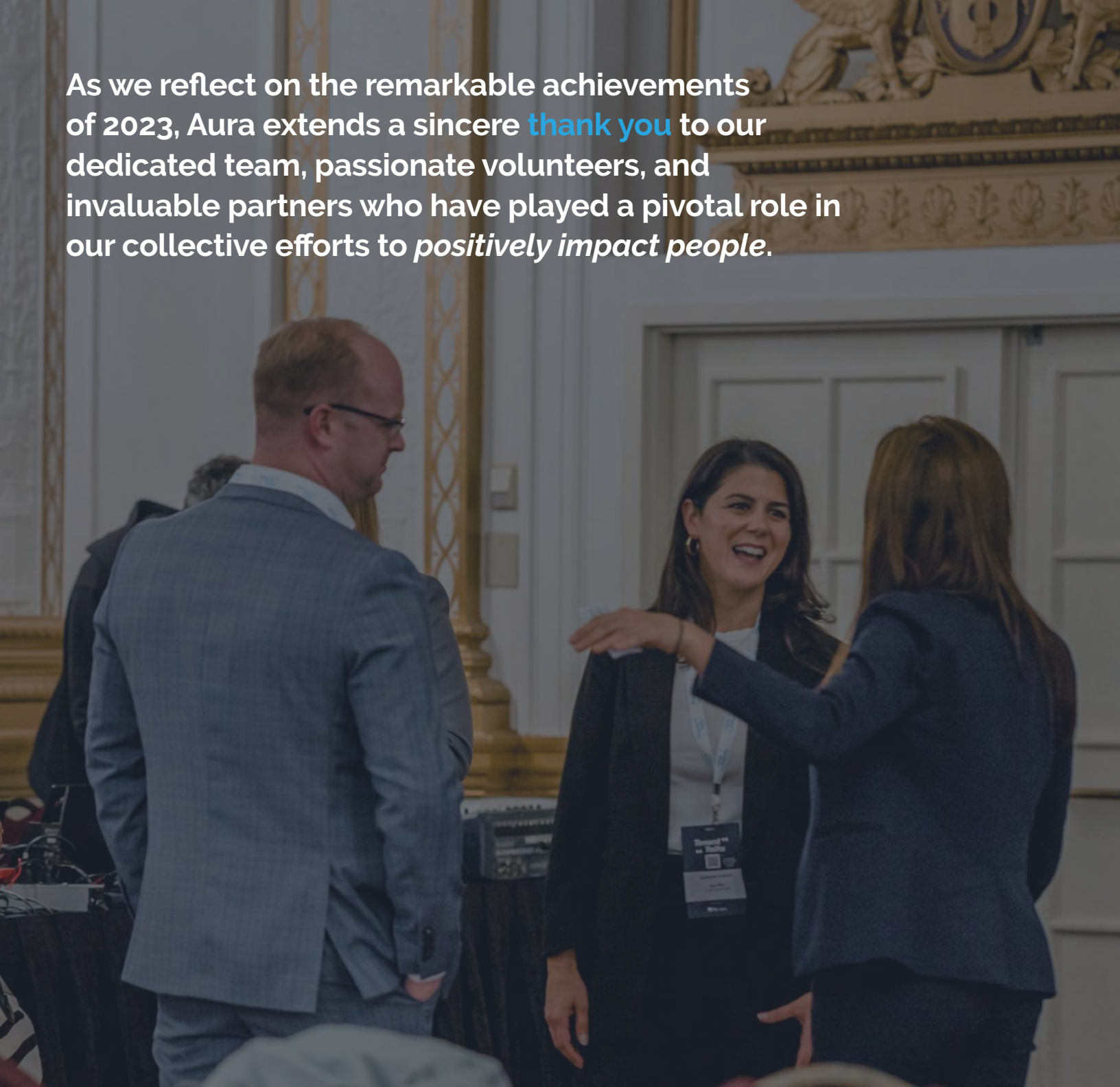








As we reflect on the remarkable achievements of 2023, Aura extends a sincere **thank you** to our dedicated team, passionate volunteers, and invaluable partners who have played a pivotal role in our collective efforts to *positively impact people*.



**“A business with a purpose gives meaning to it’s people.”**

**DAN BORAM**  
Aura Office Environments  
CEO



## Join Us in Making a Difference

As we embark on the journey ahead, Aura invites you to join us in positively impacting our community. Your ideas, energy, and collaboration are crucial as we strive to create meaningful change. If you are inspired to get involved or have innovative ideas for how we can work together, please reach out to our Director of Social Impact, Catherine Haddad, at:

**Email:** [catherineh@auraoffice.ca](mailto:catherineh@auraoffice.ca)

**Phone:** 604-335-7998



Together, let's continue to shape a future where our collective efforts contribute to a more vibrant and compassionate community. Aura remains committed to fostering partnerships, engaging volunteers, and exploring new avenues to drive positive social change. We look forward to the opportunities that lie ahead and the **transformative impact we can create together.**





## LOOKING AHEAD

For Aura, as we continue to grow, our mission and purpose remain grounded. We will continue to focus on the direct impact on people within the spaces we design and build, our impact on people within the communities we live in, and our impact on the environment around us.

Interested in Aura's year in review? Learn more about our social impact in our video. Scan the QR code to watch!





# Be Part of Change

## 2023 SOCIAL IMPACT REPORT

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