



Social Impact Report

POSITIVELY IMPACTING PEOPLE — 2025





At the center of every company is a purpose and vision driven by a set of core values. **Care, passion, humility, creativity, 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.**

Care

Passion

Humility

Creativity

Fun

Letter from Our Director of **Community Impact**

Dear Friends and Community Partners,

This past year has been a powerful reminder of what is possible when people come together with intention, compassion, and a shared commitment to making life better for others. At the heart of our work is a simple belief: meaningful change happens when communities and workplaces are not only supported, but genuinely empowered whether it be through how our space supports our work or how we meaningfully contribute to improving the well-being of others.

Throughout the year, we participated in a series of volunteer opportunities with select charitable partners to support children, at risk youth, families, and seniors. In addition, we took the power of place to design and build workplaces that not only assist people in doing their best work but to create surroundings that inspire and enhance the well-being of the people working there. Whether through strengthening local connections with our charitable partners, or in working with our clients to provide a workplace supporting well-being, every initiative reflected our commitment to our purpose: To Positively Impact People.

Outlined within this report are not just measures of progress—they are reflections of commitment, collaboration, and purpose. None of this work would be possible without the dedication of our team, our clients, and volunteers who believe deeply in the power of community.

Thank you for supporting our purpose, and for helping to achieve outcomes that have a positive impact on all those we serve. Together, we are building stronger communities and creating change that lasts.

With gratitude,

Catherine Haddad

AURA
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.





1,125

Office lives positively impacted through design and construction.



1,300+

Lives positively impacted through giving back initiatives.



6

Nonprofit organizations and local charities supported.

2025 Initiatives

01 Backpack Buddies

backpackbuddies.ca

Each year, Aura is proud to volunteer time and raise funds for an organization that reaches children and families across BC. We send a team of volunteers into the Backpack Buddies warehouse to pack bags full of food to fill the weekend hunger gap. These bags are delivered by the Backpack Buddies to partnering schools in BC and discreetly sent home with students, ensuring no child goes hungry and that they have access to nutritious snacks over the weekend.

This year, the Aura team hosted a telethon in the office, raising over \$6,000 in support of Backpack Buddies, and volunteered to pack more than 1,050 bags of food.

02 Ronald McDonald House BC & Yukon

ronaldmcdonaldhousebc.ca

It has become a welcomed annual tradition for Aura's Leadership Team to participate in the Family Meals Program at Ronald McDonald House. This year, we sent a team of 9 volunteers to Ronald McDonald house early in the morning to prepare and serve breakfast for families, removing the burden of meal preparation so they can focus on caring for and supporting their children during serious medical treatment. Each year Ronald McDonald House BC & Yukon offers a place for more than 2,000 families while their child receives care. This helps keep families together throughout treatment, reduces the burden of travel and related expenses, and offers a sense of community and comfort during a difficult time.

03 Winter Warming: Supporting Covenant House

covenanthousebc.org

For a third year in a row, Aura has partnered with Cadillac Fairview and Nespresso to host a clothing drive in support of at-risk youth in our community. Near the holidays, Aura sets up a booth in various Cadillac Fairview office buildings in Vancouver to collect new and gently used clothing from CF tenants. Each year, we get more and more donations, and the initiative has become a warmly received way for our team and neighboring offices to show their support. This year, our team collected nearly 20 large bins full of clothing—many items brand new with tags—that were donated to Covenant House, and spent 50+ collective volunteer hours organizing and participating in this event.



04 WeCare

In 2025, Aura marked its fourth consecutive year participating in WeCare, a meaningful initiative that brings together the architecture and design community to support local children's programs across more than 30 cities in the U.S. and Canada. In Vancouver, Aura was proud to collaborate with Contemporary Office Interiors and Frog Hollow Neighbourhood House in East Vancouver.

As part of the event, Aura sponsored a dedicated craft table where approximately 250 children created handmade gifts for their family and friends to enjoy during the holiday season. Hosted by Herman Miller and Contemporary Office Interiors, the event fostered creativity and connection while providing underprivileged children with an opportunity to create lasting memories and experience the spirit of giving.

05 SHARE Family & Community Services Society's Holiday Toy Drive

sharesociety.ca

This year Aura proudly supported SHARE Family & Community Services Society's holiday toy drive, an initiative that helps families in the Tri-Cities area by collecting new, unwrapped gifts for children and youth during the holiday season. SHARE's holiday programs, including the toy drive and food hampers, are designed to support local families experiencing financial hardship and to ensure children have something to celebrate during a challenging time of year.

We asked colleagues across the commercial real estate industry, as well as Aura's team, to donate unwrapped gifts for children aged 6–17. Thanks to everyone's generosity, we raised approximately \$300 and exceeded our goal of donating 25 toys, ultimately donating 40 gifts. These included items such as makeup donated by Holt Renfrew, Whitecaps scarves and sports attire, board games, card games, bike helmets, Barbies, and art supplies.

The donated toys were delivered to the SHARE toy kiosk at Coquitlam Centre as part of their ongoing toy drive, which contributes to SHARE Joy, a holiday program that supports families with children up to 17 years old. This initiative helps hundreds of low-income families in our community and brings a little extra joy to children during the holiday season.



Give Where We Live

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

2025 IMPACT METRICS





PHOTO COURTESY OF WHOLE WAY HOUSE

Grateful for Our Community Partners



Thank you to **Whole Way House** and **SHARE Family & Community Services Society** for the incredible support you provide to individuals and families in need. Our team was so happy to have the opportunity to participate in the incredible work you do.



Thank you to **Covenant House** and **WeCare** for supporting youth. Aura was pleased to contribute to the cause through fundraising and volunteer efforts.



Thank you to **Backpack Buddies** and **Ronald McDonald House BC & Yukon** for providing meals to those in need. We were honoured to help pack meals and contribute to your important cause.



Creating Community with TenantTalks

Founded by Aura in 2018, TenantTalks™ is a nonprofit, community-led panel series designed to spark meaningful conversations about the evolution of the workplace. Hosted throughout the year, the series brings together experts from across industries to explore emerging workplace trends, share insights on effective and inclusive practices, and examine how organizations can cultivate and sustain strong corporate culture in an increasingly hybrid world.

This year's TenantTalks event, *Make Space: The Evidence Behind Experiences That Bring People Back*, explored how intentional activities and purposeful events can enrich workplace culture in a hybrid environment. Through engaging panel discussions and keynote perspectives, speakers shared research-backed insights and real-world experiences on designing workplaces that foster connection, belonging, and long-term engagement.

TenantTalks also serves as an extension of Aura's charitable efforts. Each event designates a charity of choice, with 100% of ticket sale proceeds donated to organizations driving meaningful social change.

In 2025, Aura selected Whole Way House, an organization that partners with nonprofit landlords to deliver onsite community-building programs and tenant support services. By creating safe and welcoming housing environments, Whole Way House empowers at-risk residents to maintain successful tenancies, access essential

resources, and improve their overall quality of life with dignity and support.

Through ticket sales and post-event contributions, the TenantTalks community raised **\$4,008 in support of Whole Way House**. In addition, Aura volunteers participated in serving a Thanksgiving lunch to seniors at Whole Way House, helping to strengthen community connections and foster relationship-building among residents.

\$4,008 Raised & Donated



“Our TenantTalks community creates a forum for exchanging ideas and creating connection in support of improving the way we work while **raising awareness and aid for local charities.**”

Catherine Haddad — Director of Community Impact





“A business
with a purpose
gives meaning
to its people.”

Dan Boram

AURA
CEO



Thank You

As we reflect on the remarkable achievements of 2025, 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**.



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 Community Impact:

Catherine Haddad

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(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.**

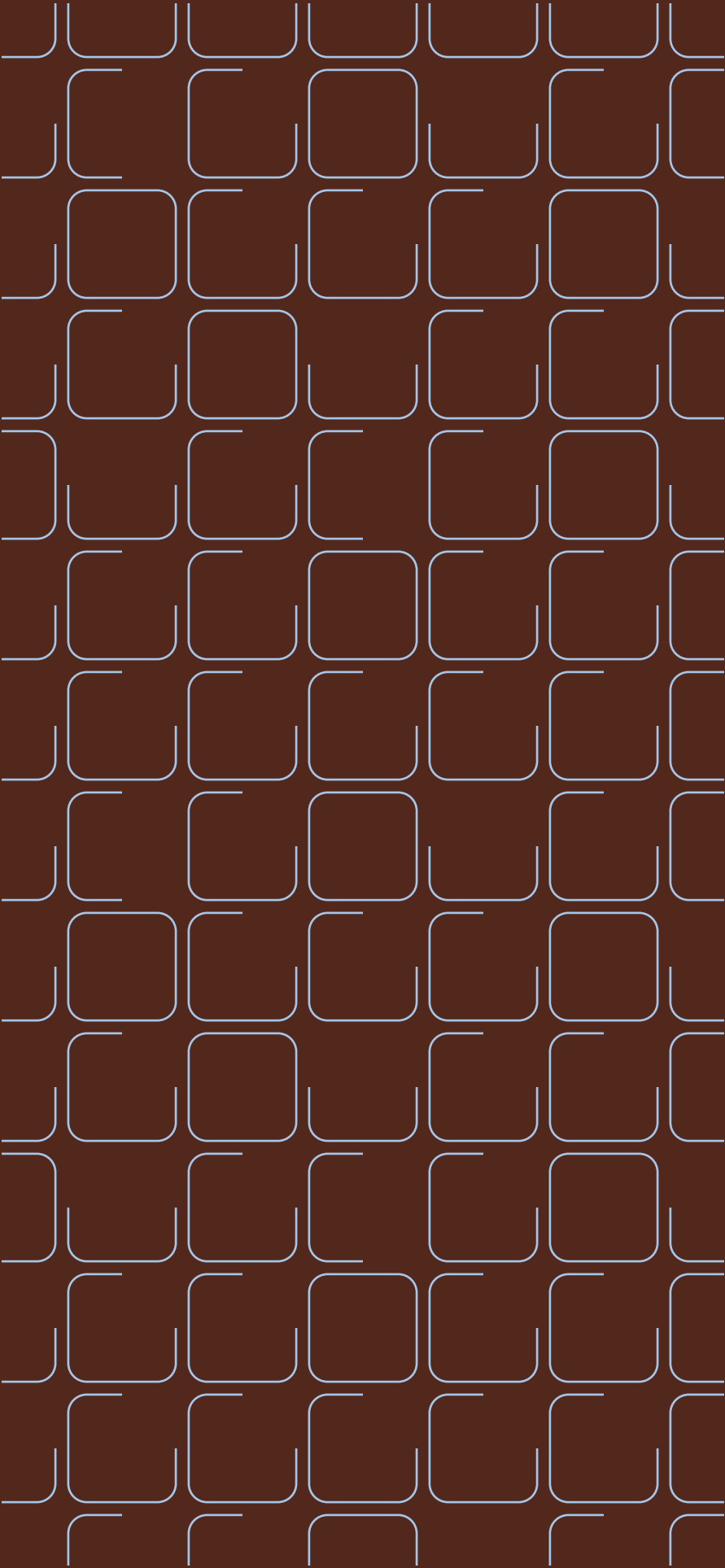
Looking Ahead

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 on our website.





Be part
of change.

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Aural