



IMPACT REPORT

2024

Aura is built on the purpose of *Positively Impacting People*. Discover how we accomplished this in the last year.

# Social Impact

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**.



# Letter from Our Director of Community Impact

Dear Reader,

We are excited to share our 2024 Social Impact Report with you. In this year's report we review the charitable organizations we worked with in our community and the impact the Aura team has made in our fundraising and volunteer initiatives.

At Aura, our organization's priority is to transform the workplace so that teams have an environment that compliments their culture and organizational objectives, providing a workplace where teams thrive. This in turn, allows us to do work we are passionate about and to strive for our purpose of *Positively Impacting People*.

In 2024 our purpose driven initiatives sought to support individuals suffering with illness, mental health issues, hunger and so much more. At the start of the year, we set a goal to impact the lives of 1,350 people by providing support to several charitable organizations near to our hearts. We are happy to announce that our goal was achieved and with the help of volunteers from our team we **positively impacted over 1350 lives in 2024**.

We would like to thank you all for being a part of the Aura community and supporting us through events such as TenantTalks, where ticket proceeds go towards our charity partners. We would also like to thank our team for their time, dedication and effort in volunteering for our community impact initiatives throughout the year.

We look forward to continuing our work throughout 2025 by positively impacting areas in our community that need it most.

**CATHERINE HADDAD**

Aura Office  
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*.



CONTINUED: POSITIVELY IMPACTING PEOPLE

3695

OFFICE LIVES POSITIVELY  
IMPACTED THROUGH DESIGN  
AND CONSTRUCTION



1350+

LIVES POSITIVELY IMPACTED  
THROUGH GIVING BACK  
INITIATIVES



8

NON-PROFIT  
ORGANIZATIONS AND LOCAL  
CHARITIES SUPPORTED



01



02



03



03



# 2024 Initiatives

01

## FAMILY SERVICES OF GREATER VANCOUVER

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

Once every quarter, the Aura team gets together for a team-building activity, which often involves giving back through volunteering. Family Services of Greater Vancouver has warmly accepted donations from the Aura team, and this time we decided to support their COLTS program by providing food and other supplies to young parents finishing high school with babies, as well as providing food and supplies to unhoused youth. The Aura team was divided into 'mini teams,' each in charge of sourcing a specific need —whether it be soap, shampoo, diapers, food, etc. —to create care packages for these groups in need. Through this initiative, the Aura team was able to provide **10 young families** with the supplies they need and **50 unhoused youth** with food and other much-needed items.

02

## BC CANCER FOUNDATION

[bccancerfoundation.com](https://bccancerfoundation.com)

Each year, the Aura team looks forward to riding in our annual bike-a-thon in support of the BC Cancer Foundation. It's our very own 'Ride for a Cure,' where we fundraise and garner support for such an important cause. In 2024, our team cycled the Stanley Park loop for this event, and since we started this tradition in 2018, we have collectively raised **over \$18,000 for the BC Cancer Foundation.**

03

## A LOVING SPOONFUL

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

A Loving Spoonful aims to provide free and nutritious meals to those living in our community with HIV and co-existing illnesses. Each year, we send a volunteer team from Aura to participate in a meaningful volunteer meal-packing activity at A Loving Spoonful's facility. This year, our team of volunteers managed to pack **371 meals** that were safely distributed to those in need in our community.

## CONTINUED: 2024 INITIATIVES

04

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

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

Aura's Leadership Team volunteers their time each year at Ronald McDonald House, participating in their Family Meals Program. This year, our team donated a morning preparing a pancake breakfast this year with all the trimmings —prepping, cooking, and serving the **73 families** staying at the house while their children receive the much-needed care for the critical illnesses they are facing. Preparing and serving these meals provides one less thing for families to worry about during this challenging time.

05

### WINTER WARMING EVENT: SUPPORTING COVENANT HOUSE

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

To mark the start of the holiday season and end the year with an event focused on giving back, Aura partnered with Nespresso and Cadillac Fairview to collect warm winter clothing for youth in need, in support of Covenant House. We set up collection tables at four Cadillac Fairview locations in downtown Vancouver, allowing the community to drop off clothing donations in exchange for a warm cup of Nespresso. In 2024, we collected **20 bins full of clothing** from Cadillac Fairview tenants and the surrounding community, proudly donating much-needed clothing and supplies to Covenant House.

06

### WECARE 2024

In 2024, Aura celebrated its third consecutive year participating in WeCare, a heartfelt initiative that unites the architecture and design community with local children's programs across more than 30 cities in the U.S. and Canada. In Vancouver, we were honoured to collaborate with Frog Hollow Neighbourhood House in East Vancouver.

During the event, Aura proudly sponsored 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 embrace 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.**

## IMPACT METRICS

**800+**

FAMILIES POSITIVELY IMPACTED

**150+**

YOUTH POSITIVELY IMPACTED

**1100+**

MEALS PACKED



Photographer: Krista Arnot



Thank you to BC Cancer Foundation, WeCare, and Dress for Success 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 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, Backpack Buddies, and Ronald McDonald House for providing meals to those in need. Aura was honoured to help pack meals and contribute to your important cause.



Photographer: Krista Arnot

# Supporting Vancouver's Business Community with TenantTalks

In 2018, Aura embarked on a mission to establish a unique platform that enables tenants to engage in enlightening discussions about the future of workspaces. By bringing together professionals from diverse industries, this forum offers an invaluable space for exchanging ideas and shaping the future of the workplace

As a non-profit organization, TenantTalks is committed to giving back to the community while advancing thought leadership in office design and functionality. TenantTalks events feature expert speakers from various disciplines and global locations, offering attendees opportunities to share experiences, explore challenges, and engage with innovative concepts that are shaping modern work environments.

TenantTalks aligns closely with Aura's core values of community impact and collaboration. Each event designates a charity of choice, with 100% of ticket sale proceeds supporting organizations that drive meaningful social change.

In October 2024, Aura partnered with TenantTalks to host *Creating Spaces for Mental Health: The Role of the Workplace*. This event featured a keynote presentation and a panel discussion with Vancouver-based HR professionals from multiple industries. The program examined how workplaces can foster mental health and well-being, tackling issues such as the rise of loneliness in remote work settings and exploring

strategies to enhance cognitive performance, emotional resilience, and physical health.

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## SUPPORTING WOMEN'S SUCCESS

**This year's TenantTalks event successfully raised \$3,480 in support of Dress for Success Vancouver, a non-profit organization dedicated to empowering women through economic independence and career success. For over 25 years, Dress for Success has offered comprehensive programming, including professional attire services, pre-employment training, job retention initiatives, mentorship, leadership development, and career counselling. All ticket proceeds from the event contributed to this donation, which directly provided professional attire to 11 women entering the workforce. This achievement exemplifies Aura's commitment to driving meaningful change in the workplace and the community, aligning with our purpose to *Positively Impact People*.**

**“By bringing together professionals from diverse industries, this forum offers an invaluable space for exchanging ideas and shaping the future of the workplace.”**

**CATHERINE HADDAD**

Aura Office  
*Director, Community Impact*



**A**

**BUSINESS**

**WITH**

**A**

**PURPOSE**

**GIVES MEANING**

**TO ITS**

**PEOPLE**





# THANK YOU

As we reflect on the remarkable achievements of 2024, 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, 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 on our website.**





# Be Part of Change

## 2024 SOCIAL IMPACT REPORT

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