



2022 IMPACT REPORT



HEROWORK™
Transforming Charities





CEO NOTE

It's been 12 years since the first Radical Renovation for a friend with MS that planted the seed that eventually became HeroWork, and it's been just over 7 years since we became a charity. Over this time, we've completed 17 projects and increased our size and impact.

In this report you will see the stellar accomplishment of the Victoria team as well as our 2022 preparation work for expanding this locally born and grown program onto the mainland. We completed a social and economic impact study on the ripple effect of renewing buildings. The results were stunning. We inspired an infrastructure forum of over 50 leaders from 30 charities that gave key insights into the needs of organizations throughout the Greater Vancouver area, where we are now touring new potential charity partners.

From the tiny seed of helping a friend, we are poised to grow, starting with the Lower Mainland. This is because of YOU, the HeroWork family, who have shown us so much amazing belief and support. This may be your first year, or you may have been with us for over a decade, but together we exemplify the power of community.

YOU are the hero in HeroWork!

Paul Latour
250-590-4221
paul@herowork.com



GENERAL MANAGER NOTE

This year is about my team. Another incredible year and project is behind us. With so many highlights in my heart to be grateful for, from setting an all-time volunteer attendance record – nearly 700 on a single project – to making the Charity Intelligence Top 100 Charities list for the second year in a row. The thing that rises to the top for me this year is the gratitude, excitement and confidence that I have for my HeroWork Victoria team.

If you have ever participated in our projects you are aware that leading a successful Rad Reno requires an enormous amount of heart, passion, energy and commitment to the charity's we work for and the people they serve. This past year I witnessed my team demonstrate a level of stick-with-it-ness, and genuine connection to each other, our volunteers, and our partner charity that made my experience a very special one. Judging from the feedback that I have received from others I am not alone in this feeling.

BIG THANKS to our many passionate volunteers, donors, sponsors and fans at large. We have a few exciting years lined up ahead for everyone. Forgive me this year for putting my team on a pedestal, however, I am sure you will agree that they are a very special bunch!

In kindness and with immense gratitude,

Trevor Botkin
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trevor.botkin@herowork.com



CoolAid Downtown Community Centre
755 PANDORA AVE

**VULNERABLE
IMPACTED:
12,000**

**COMMUNITY SUPPORT:
SPONSORS – 150+
VOLUNTEER HOURS – 6,000+**

2022 PROJECT VALUE: \$700,000

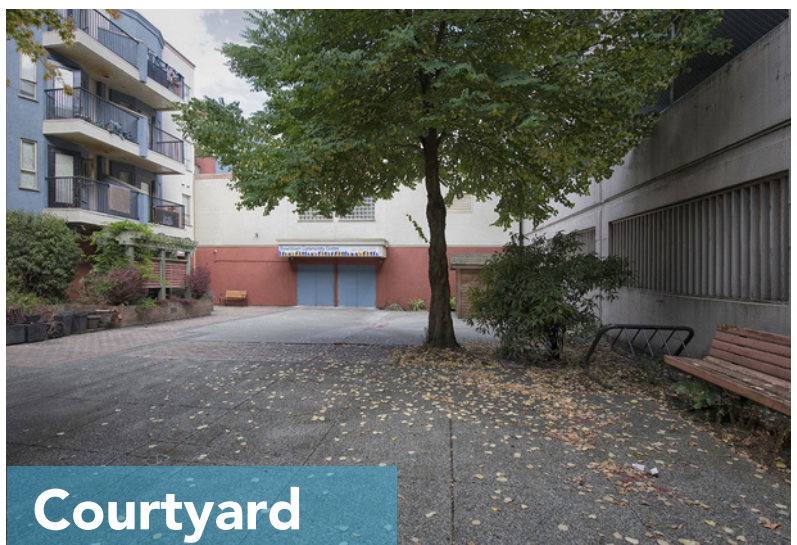
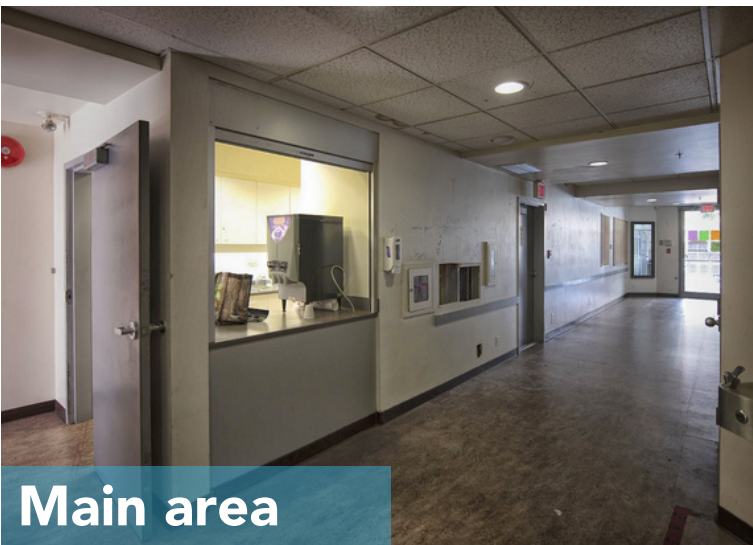
We are amazed with how the HeroWork community stepped up to help at Victoria Cool Aid Society's Downtown Community Centre (DCC) in the fall of 2022. The renovation will double the DCC's capacity – before the renovation the space served 6,000 people per year. With the new community kitchen five times its original size and a more intentionally designed building layout, the facility and its staff will now be able to serve 12,000 people annually.

With the support of our numerous building consultants, HeroWork was able to reimagine the layout of the community centre by moving the washrooms and kitchen to provide more efficiency. With a full complement of new appliances and cabinets the space now has room for cooking and food prep all designed with accessibility in mind. This will allow everyone to participate in the kitchen and the rest of the DCC to continue to operate with concurrent programming. Brand new gender neutral and ADA compliant washrooms were added. Every surface of the old, tired gymnasium was refreshed—the concrete floors were refinished, the walls were painted and new LED lighting now highlights the beautiful murals above the upgraded fibreglass wall surfaces.

Further upgrades to the DCC include a new timber framed pavilion, a new peer support room, flooring, paint and LED lighting throughout the building as well as air conditioning added to the gymnasium. The building's exterior was reimaged to highlight the DCC'S unique identity and purpose within the Victoria Cool Aid Society.

With the building's new layout and amenities enabling triple the daily programming, it's hard to imagine a more impactful outcome to a HeroWork Radical Renovation!

DCC Before



DCC After



Entrance



Washrooms



Gymnasium



Kitchen



Main area



Courtyard

FUNDRAISING HIGHLIGHTS

Spring 2022 fundraiser – Jail, Bail or Bribe!

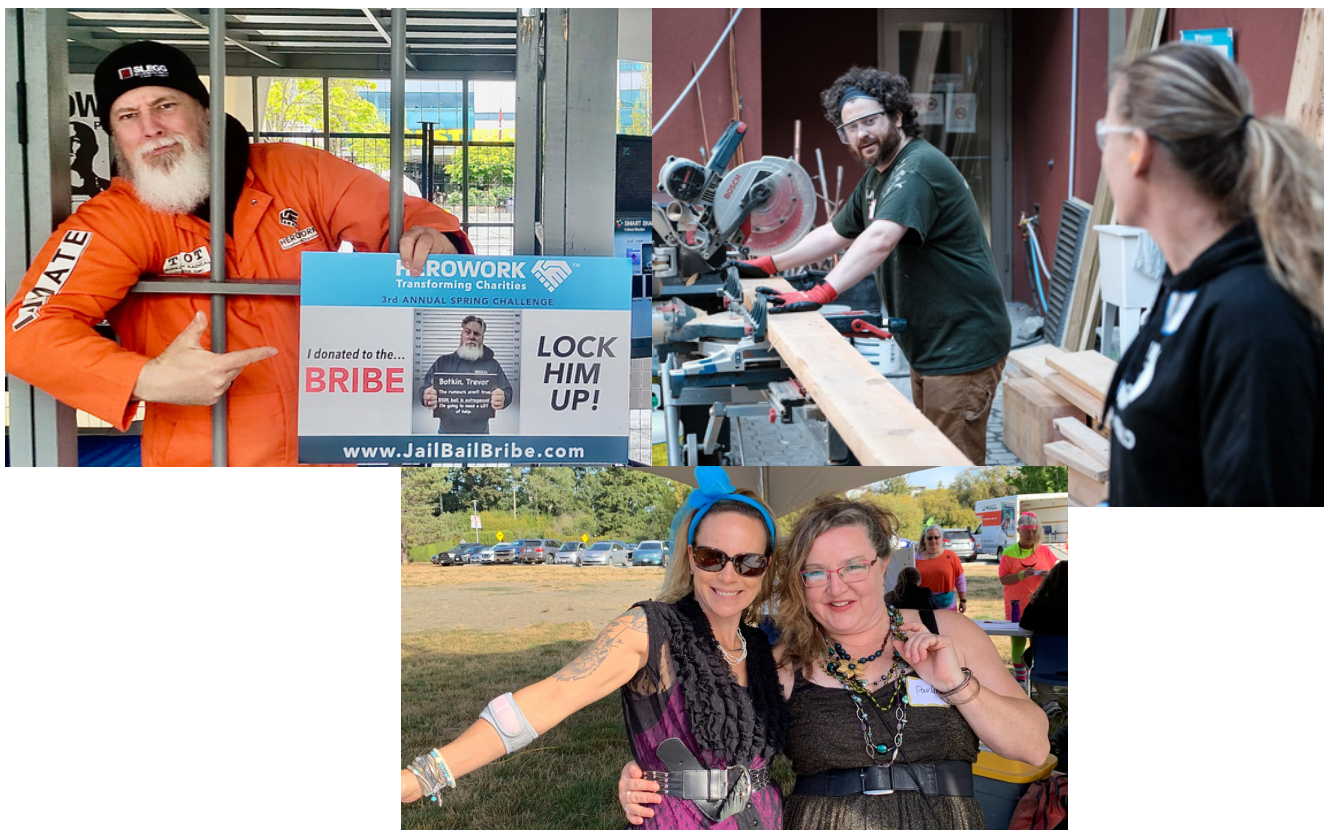
HeroWork raised over \$70k at our 2022 Spring Challenge when GM Trevor Botkin was jailed around the clock for two and a half days at Uptown Mall – yes, he even slept in there! Participants had the option to bail him out or contribute bribes to keep him behind bars for longer. The "Director of Radical" was facing charges that he wasn't really a great guy with accusations like stealing candy from babies and impersonating Santa Clause. Luckily, all charges were dropped by Honourable Judge Gordy Dodd.

Fall 2022 fundraiser – HeroWork Party: We Will Walk You!

On Sept. 24 we hosted HeroWork's second annual fun-walk fundraiser. This was an 80's themed walk that raised just under \$30k for project delivery needs. There were some crazy wigs, great 80's tunes and fun games like bubble ball sumo wrestling and karaoke! It was an absolute blast. We're hoping to make the 2023 summer fundraiser bigger and better than ever and continue to build on this concept in the years to come.

Year-end Campaign – Almost Done and Dusted!

We feel very grateful to have surpassed our year-end 40k fundraising goal. This campaign was initiated to help HeroWork recover project delivery costs accumulated during our DCC renovation. HeroWork endeavours to roll out this campaign for our annual year-end giving campaign, tied to our project completions in 2023 and beyond!





Coming scheduled projects

Spring 2023: Power To Be

Power To Be is an organization that removes barriers for youth, families and adults living with cognitive, physical, financial, and social barriers that want to experience the outdoors. Programs offered in this beautiful Prospect Lake location redefine what inclusion and ability looks like. This project is HeroWork's second renovation with Power To Be, our first being in 2017. This transformation will focus on more capacity and programming, increased accessibility, a multi-use learning building and an adventure inspired raw-timber frame outdoor gathering space.



Fall 2023: St. Vincent de Paul

We are venturing out to this incredible organization's Royal Oak location in the fall of 2023 and again for phase two in the spring of 2024. St. Vincent de Paul is an international organization founded in 1833 to serve society's most vulnerable populations. This large two-phase Radical Renovation will include a new commercial kitchen, expanded daycare and related playground, an outdoor classroom, expanded therapeutic community gardens and numerous other items relating to building maintenance and accessibility. Those impacted by this project will include persons with disabilities, seniors, at-risk mothers, children living in poverty and persons affected by food insecurity.

MOVING FORWARD AND STAYING BOLD

As one of the final preparation pieces to expanding our program, we gathered over 50 Lower Mainland charity leaders from over 30 organizations to participate in an infrastructure forum. During this full-day session, we explored how building renewal could increase an organization's impact.

We heard that in addition to our Radical Renovations, charities need more research and advocacy at all levels of government; they need consulting services that connect building designs to long term visions. They also need training and programming tailored for their distinct communities. See our full report at www.herowork.com/research-and-guide.

With this work done we have started adjudicating projects—our next step on the long visionary journey to create and sustain a movement of inspired communities revitalizing charity infrastructure across Canada. Stay tuned for more announcements!



SOCIAL AND ECONOMIC IMPACT

There is no other charity quite like HeroWork. No other organization is dedicated to transforming charity buildings and spaces, and thereby transforming their ability to better serve vulnerable populations. This is a critical and underserved part of our sector because many charities work in substandard conditions. However, there has never been a study on the impact of renewed buildings.

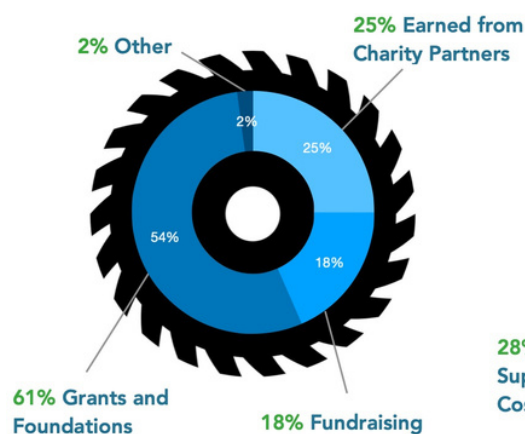
To provide tangible evidence and data on this impact, HeroWork Canada, CIFAL-Victoria at the University of Victoria, and the Victoria Foundation partnered on a Social and Economic Impact study of Charity Infrastructure Renewal.

This study confirmed that improving charitable infrastructure has a significant impact on delivering critical services to our most vulnerable community members. Using the HeroWork model as a demonstration of the powerful change created by renewed infrastructure, the study has shown that renovating charity buildings is a fast and transformative pathway to a charity's success:

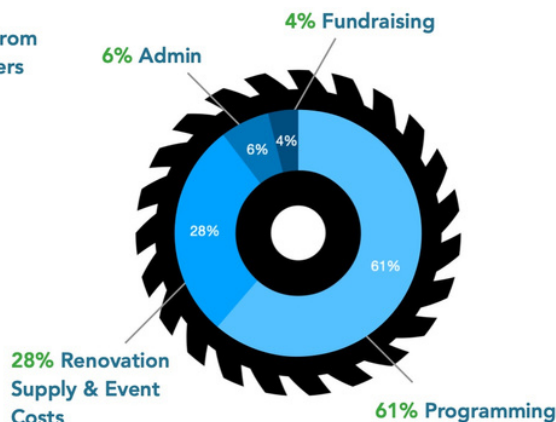
- For clients: improved, innovative, enhanced, and/or expanded services;
- For organizations: lowered upkeep costs, healthy and safe workplaces, purpose-built environments leading to efficiencies, “greening” of facilities, increased community awareness, improved client, staff and volunteer perception, and increased revenue;
- For communities: improved neighbourhoods and neighbour relations, eager participation of volunteers and sponsors, and increased community commitment and support; and
- For funders: monies allocated to infrastructure are a one-time cost that pays big dividends for community social services and the vulnerable populations they serve.

By investing in and improving physical infrastructure owned and used by charities, we can improve service delivery and program innovation, and respond to the changing and increasing needs of vulnerable populations. See the study at www.herowork.com/research-and-guide.

SOURCES OF REVENUE



DISTRIBUTION OF EXPENSES



Figures for the entire HeroWork Program Society



VOLUNTEER SATISFACTION



Pre-event communication	4.8	5
Check-in and orientation	4.8	5
Appropriate safety measures	4.8	5
Overall experience	4.8	5

"The HeroWork team goes above and beyond. Everyone who volunteers is welcomed like family. Everything is perfectly organized and ready to go. I never thought hard labour could be so much fun. Great job!!"

"We showed up with five 16-year-old kids from a rugby team we sponsor and coach. HeroWork had us so well-organized, it was easy to just show up and do what was in front of us. I am so grateful to Kate, Jason, and the rest of the team for being attentive to the kids and for making sure everyone was safe and having fun. Thanks so much to Selena for bringing us lunch. The boys felt so good afterward, many of them asked when we could come back again!"

"Despite it being a busy day with loads of volunteers, I was impressed by the organization of people and tasks, and many thanks to Fifth Street Bar and Grill for the amazing lasagna lunch!! It was a fun day and a great experience!"

2022 VOLUNTEER GROUPS

BCCWITT
BCI
BC Legislature HR Operations
Benevity
Camosun Women in Trades
CFB Base Admin
CFB Esquimalt Base Logistics
CFB Fleet School
CFB Navy
Checkfront
Coastal Community Credit Union
Cool Aid Society
Deloitte

Durwest
Grant Thornton
Greater Victoria Harbour
Authority
HMCS Calgary
Jawl Properties
Megson FitzPatrick
NZ Builders Youth Rugby
Pacific Design Academy
Pacific Horticulture College
PEERS
Pinchin
Pomerleau

Power To Be
Redbrick
RJC Engineers
Royal Bay Secondary
Slegg Langford
Social Worker Bees
Urban Systems
UVic Vikes - Men's Rugby
UVic Vikes - Women's Rugby
Victoria Freemasons
Victoria Real Estate Board
Workday

2022 FINANCIAL SPONSORS

KEY STONE DONORS – (\$20,000+)



Scrappy Jack Pass-Through Fund



Flanagan Foundation



TELUS Friendly
Future Foundation



VICTORIA
FOUNDATION

BOOMER'S LEGACY

Donald & Bobbi Johannessen

Greater Victoria Social Credit Union

FOUNDATION DONORS – (\$10,000-19,999)

Jawl Properties



ASHOKACANADA

Rotary
Victoria
Harbourside



Vancity
Community Foundation



United Way
Greater Victoria



Provincial Employees
Community Services Fund

Hambley Family Foundation



PENINSULA
CO-OP



COASTAL
COMMUNITY

TOGETHER, LET'S DO GREAT THINGS

2022 FINANCIAL SPONSORS

COMMUNITY DONORS – (\$2,000-9,999)



Westhills

Pinch Family Trust



You'll feel like family.

POMERLEAU

Sutherland Foundation

SUSTAINING DONORS – (\$500-2,500)

Adrian Beaudin
Andrew Wishart
Anthony Budden
Annette Wall
Ashley Klimas
Betty Chen-Mack
Billy-Joe Checko
Bridey Morrison Morgan
Bruce Johnson
Deborah Hunt
Doneen Sprowl
Eileen Banerjee
Erin Wishart
Gary Stride
Greg Baynton
Gurdial Dodd
James Darke

James McDanie
Jan Liml
Jason Demmy
Jason Ramsey
Jim Ross
Jefferson Ross
Jenny Fraser
Jude Hall-Patch
Josephine Woods
Kelly Forbes
Lamont Brooks
Lisa Nye
Louise Davies
Macarena Schindler
Malca Casiro
Matthew Stow
May Lee

Mia Frankl
Michele Parkin
Neil & Tacye McLagan
Rob Tournour Masonry
Richard Nicholson
Ryan Bigge
Ryan Gallagher
Ruth Robinson
Sharlene Smith
Terry Edison-Brown
Teresa Hall-Patch
Tom Gore
Valerie Sharp
Victoria Chinatown Lionesses
Wendy Pratt
Wendy Sullivan
And many more...

2022 MAJOR IN-KIND CONSTRUCTION CONTRIBUTORS

Christine Lintott
Architects Inc.



Cheryl Rowley Design



Western Forest Products
DEFINING A HIGHER STANDARD™

NZ BUILDERS LTD.



LEHIGH
HEIDELBERGCEMENT Group



SOARE
CONTRACTING
ROOFING THAT ENDURES

GESCAN
A Sonepar Company



RedBlue
HEATING & REFRIGERATION

WEIR



SHERWIN-WILLIAMS®

2022 MAJOR IN-KIND CONTRIBUTORS



FULL LIST OF IN-KIND CONTRIBUTORS

Architect/design/creative

Berlin-Eaton Consulting
Christine Lintott Architecture
Cheryl Rowley Design
Studio Leaf - Leif Gustavson

Cleaning

Black Tie Property Services
De La Clean
Neat & Discrete Janitorial Services

Construction

Aral Rentals
Arc West Mechanical Insulation
Banyan Group
Bartlett Tree Experts
BC Center for Women In The Trades (BCCWITT)
Butler Concrete and Aggregate
Camosun Women In Trades Training
Camosun Pipe Trades Foundation
Cascade Fire Protection
Climate Custom Homes
Cloverdale Paint
Complex Fire Protection
Dulux Paints
Dutch Carpenter & Co.
Exotic Stone
Farmer Construction
Gladiator Drywall
Green Island Builders
Industrial Plastics & Paint
J.Lee Diamond Drilling
Kinetic Construction Ltd
LeHigh Hanson
Level Lift
McRae Painting
Namdor Reinforcing
NZ Builders
PPG Architectural Coatings
Redline Glass
Ruffell & Brown
Sherwin Williams
Slegg Building Materials
Soare Contracting
Sunbelt Rentals
TELUS
Trailside Masonry
TriCity Finishing
Twigg Transformations

United Rentals
VanCity Concrete
Vic City Crane
VICA Construct Your Future
Western Forest Products

Electrical

CBS Electrical Contractors
Denmar Electric
Gescan Electrical Supply
Houle Electric
IBEW Local 230
Mac II Agencies
Sitka Electrical Systems
VI Electric
Western Joint Electrical Training

Engineering

AME Group Consulting Mechanical
CP Code Consultants
e2 Electrical Engineering
Pinchin
Prime
RJC Engineers
WEIR Design & Engineering

Flooring

Christy James Tile & Stone
End of the Roll
Island Floor Centre
JY Tiling
Square One Tile

Landscaping

Eden Projects
Garcia's Island View Nursery
Garden City tree and Landscape
Mustang Landscape and Design
Pacific Horticulture College Red Seal students

Millwork and Metalwork

Broadwell Metal
Harbour City Kitchens
Lewis Sheet Metal
Sheet Metal Workers Int'l Assoc. Local 276

Plumbing/Refrigeration/HVAC

Andrew Sheret

E.H. Price
H.I. Mechanical
Level Up
Miles Plumbing (gas permit)
Mike Wolk's Plumbing & Drainage
Red Blue HVAC
UA Local 324 Plumbing and Pipefitters
Victaulic
Wade Roberts Plumbing
Watts Plumbing & Drainage
Your First Response Plumbing

Media

100.3 The Q!
Black Press
CFAX 1070
CHEK News
CTV
Times Colonist

Other/Service

5th Street Bar and Grill
Big Wheel Burger
BCI
CFB Esquimalt Navy Base
Chinatown Lionesses
City of Victoria
Cox Bay Beach Resort
Diamond Delivery
Don Craig Photography
Erik Pay Photography
Garside Signs
Gary Stride - Safety Consultant
Harbourside Rotary
Kattia's Kitchen
Mega Screen Productions
Monk Office
Oak Bay Beach Hotel
Red Barn Esquimalt
Rick's Heart Foundation
Saltchuck Pie Company
Serious Coffee Millstream Village
Simply Pure Water
Soap For Hope Canada
St. John's Ambulance #176
Tacofino
Terri Kott Photography
Titanium Tents
Tom Gore Photo



**HELP HEROWORK VICTORIA
TRANSFORM CHARITIES &
GIVE TODAY!
VICTORIA.HEROWORK.COM**

Local charities are continually strained to meet rapidly increasing needs of vulnerable communities. Your support ensures HeroWork can answer their call to action – we can't do it without you!

“The key to what HeroWork does is that it leverages your support – a contribution to HeroWork doesn’t just help them – it helps the organization they’re renovating,” said regular general volunteer Marcus Handman. “That then unfolds into the community in terms of what can be done, for example, the Downtown Community Centre can reach so many people – and HeroWork’s expansive renovations make that possible.”

Your financial support enables HeroWork to stay the course and to continue inspiring community to rebuild charity spaces in need of radical transformation!



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www.victoria.herowork.com