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flower outside? I'm sorry. The steak wins. And HeroWork, because of who they are, they see this. Our concept at Anawim is to bring people into a loving home, get to know who they are and then we can help them help themselves. But if [our house is] a piece of shit, they're going to feel like shit."

HeroWork helped Anawim match the quality of its exterior to the important work being done inside.

Putting Purpose Alongside Profit

Not-for-profit organizations and businesses alike are efficient and effective, and collaborative projects where there's a clear and doable goal are incredibly rewarding — for the project team and for each individual who throws in their hat. In its current pilot, BBB4Good, the Better Business Bureau is identifying and issuing "trust marks" to businesses that have a purpose alongside their profit motive — a drive to give back in some way.

"Businesses are wonderful," says Vancouver Island Better Business Bureau CEO and president Rosalind Scott. "They love to help."

One such business is The Parkside Hotel and Spa, which positions sustainability and social responsibility at the core of its operations. The hotel, originally built to meet LEED certification, was always "supposed to have a more meaningful purpose. Very forward thinking," says Trina White, general manager of the Parkside.

Much of this evolution has relied on partnerships with local charities and not-for-profits. The hotel is entirely carbon neutral through offsets such as contributions to the Great Bear Rainforest and the Quadra Island

An aerial view of the courtyard at the Parkside Hotel and Spa. The company collaborates with a network of local organizations to reduce waste and achieve its carbon neutral status.

reforestation project. All of their recyclables, totalling upwards of \$500 per month, are donated to the Surfrider Foundation. And, with the help of Bees Please Farms, the hotel's rooftop houses a pair of beehives to help contribute to the neighbourhood's pollination resources. The Parkside pollinators roam from Beacon Hill to St. Ann's Academy and the streets surrounding the hotel, helping keep local plants healthy.

While Parkside continuously tries to reduce consumption and purchase only what they need, renovations and updates are routinely required for the hotel. When this happens, they work with various local organizations to ensure their used products find second homes.

"It's all about making sure that everything avoids the landfill and can be reused in a meaningful way," says White.

Furniture has helped spruce up low-budget senior centres and linens have been donated to be emergency supplies in communities dealing with fires or floods and have also been used to make first aid supplies.

White feels this connection to local not-for-profits and a deep commitment to their values is an integral part of doing business these days.

"Businesses can no longer operate with that traditional kind of one way compensation," she says. "I think that businesses that don't shift are going to find themselves sunseting in the next decade. They just won't be aligned with the consumer."

Not only does giving back help focus a company's values and make employees feel good, but it also drives profit.

"Consumers want to actually use those companies, buy from those companies," says Better Business Bureau CEO Rosalind Scott. "If you're going to hire somebody to build your house, you want to know that that company is sustainable, and they've got good practices all the way around."

Strong Local Economies Offer the Richest Soil

The pandemic is a sharp reminder that nothing is guaranteed. That we're more reliant on one another than we tend to imagine. And that the effects of financial strain, whether hidden or exposed, are at work around us all the time.

Partnering with local charities to donate time, money and expertise maximizes your business's ability to drive change. It expands your network, fosters stronger ties between community members and breathes strength into the third-sector service providers that heal and give shape to your community.

"You never know who's needing those services," says Cory McGregor, thinking back to his lunchtime conversation at the Mustard Seed Dignity Market. "The people who you work with in your offices may be relying on some of those services. They may know someone relying on those services, or they may have grown up using those services." ■

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"THE BEST ADVICE I CAN GIVE, IS LOOK AT YOUR 17 SUSTAINABLE DEVELOPMENT GOALS BY THE UNITED NATIONS. THEN SEE HOW YOU CAN MAKE THAT MORE MEANINGFUL."

— Trina White, general manager, The Parkside Hotel and Spa

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