



HEROWORK™
CANADA

**A NATIONAL MOVEMENT
OF INFRASTRUCTURE
RENEWAL FOR CHARITIES**



HEROWORK TRANSFORMS CHARITIES BY TRANSFORMING THEIR BUILDINGS.

From food banks to homeless shelters, community centres to mental health facilities, many Canadian charities are constrained by outdated facilities that are in poor and sometimes unsafe condition.

The state of these physical spaces too often diminishes a charity's ability to deliver important social services, to be innovative, and to respond to the changing and increasing needs of vulnerable populations in communities across the country.

A local HeroWork Chapter consults with charities to collaboratively design and complete what we call **Radical Renovations**, which are large scale community volunteer renovation events akin to extreme makeovers or old-time barn raisers.

HeroWork Canada's mandate is to recruit and train chapter leadership teams in new urban centres, empowering them to renew charities year over year.

A FEW OF OUR PARTNER CHARITIES

The Salvation Army

Food Share Network

Saanich Volunteer Services Society

The Mustard Seed

Indigenous Perspectives Society

Camp Pringle

YMCA

Citizens Counselling Centre

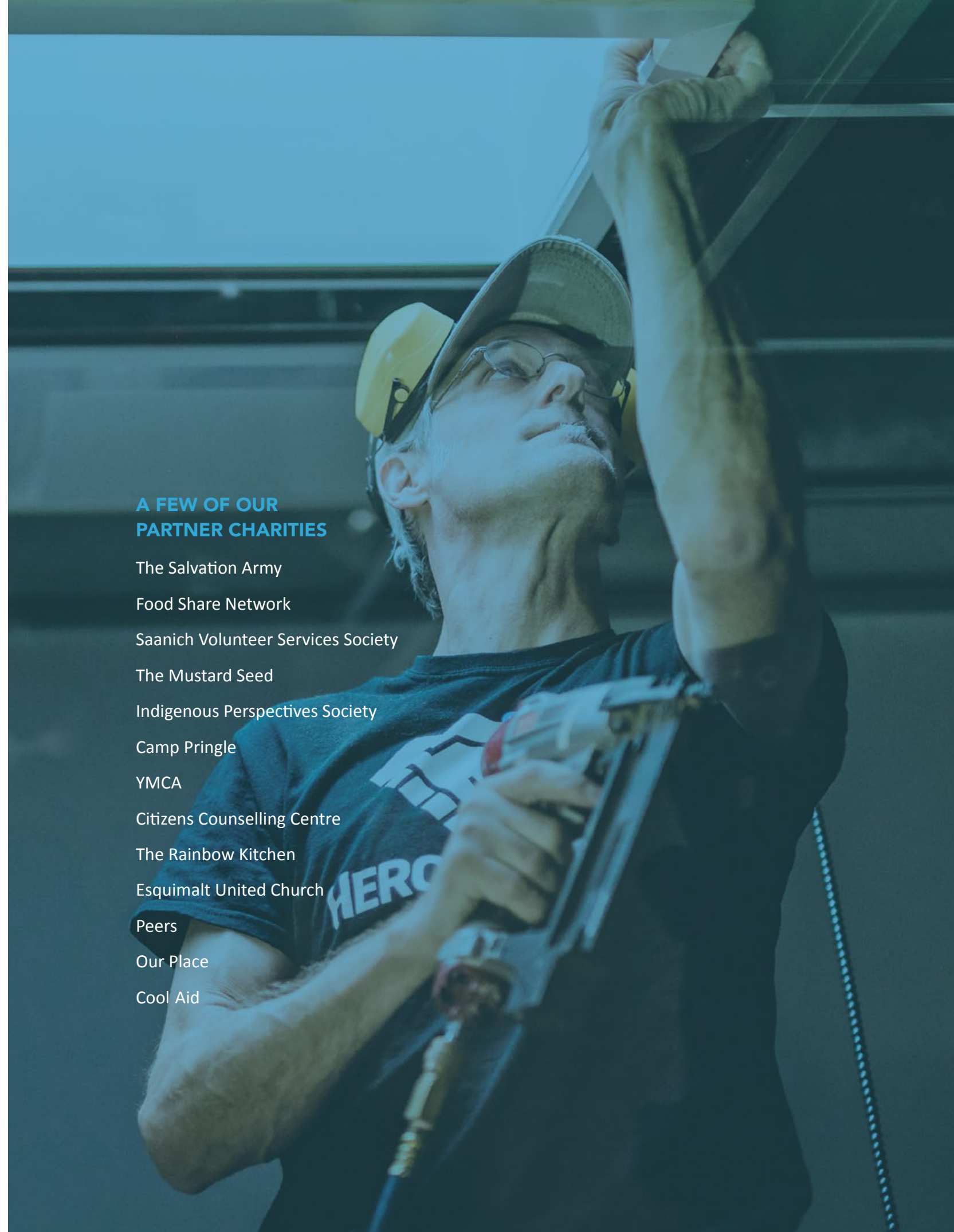
The Rainbow Kitchen

Esquimalt United Church

Peers

Our Place

Cool Aid



REPLICATING HEROWORK CHAPTERS ACROSS THE COUNTRY WILL BUILD-UP OUR NATION

HeroWork Canada's premiere Chapter in Victoria, BC, was formally established in 2014 and has since conducted millions in charity renovations. We have packaged this expertise and systems model to now be deployed in other urban centres across Canada. This innovative "business in a box" streamlines new chapter operations as well as the daunting process of assessing and envisioning how a renovation can enhance a charity's capacity and expand the reach of its mission. We accomplish each **Radical Renovation** collaboratively through a proven set of comprehensive steps that minimizes risk, leverages investment, and multiplies results through volunteer community labour, donated trades expertise and project supplies.

HeroWork Canada has set its strategic sights on a daring path to have ten Chapters established in ten urban centers across Canada within 10 years. This network of self-sustaining Chapters will strengthen each community where they operate and collectively create a more compassionate and enriched country from coast to coast.

There is no better or more direct way for your philanthropic dollars to achieve greater and immediate impact in communities across our nation, than by investing in the expansion of HeroWork Canada.

Our Daring
Expansion Plan:
10 CHAPTERS
10 COMMUNITIES
10 YEARS



HEROWORK
CANADA

EMPOWERS

HEROWORK
CHAPTERS





The Problem: **DIMINISHED BUILDINGS**

Many charity buildings and their associated infrastructure are in poor condition. These spaces have been operating 24/7/365, in most cases beyond capacity, during perhaps the most complicated and challenging period in modern history.

Running on limited funds, bare-bone staffing and volunteer resources, many charities struggle and sadly, some fall short of meeting growing needs or fulfilling their mission's potential—all because their buildings are holding them back.

The condition of many charity buildings are not only a blight on neighbourhoods, they actually diminish the ability of charities to do their important work of delivering essential services and programs.

HeroWork Canada has pioneered a working model that renews charity spaces. We do this by connecting industries to neighbourhoods, workers and volunteers to the betterment of vulnerable people, and citizens to the missions of charities. This creates a feedback loop that lifts everyone, helping communities thrive.

Charities and Communities
across the country need
HeroWork Canada.



36%

of charities either
urgently or very urgently
need a renovation.

55%

of charities believe a
renovation will increase their
ability to deliver services.

Purpose-designed charity buildings strengthen the health of our communities

Good charity buildings ripple out positive impacts in our community, just as outdated, crumbling infrastructure can hold a charity back from realizing its full potential. Through a strategic redesign of its infrastructure, a charity can revitalize a neighbourhood, expand its service capacity, improve on its cost efficiencies, upgrade its safety measures, enhance the morale of its staff and volunteers, and, most importantly, maximize the delivery of critical services for vulnerable populations.

These buildings house our food banks, our community halls, our shelters, community kitchens and counselling centres. Next to hospitals, these buildings are the front line of a community's direct delivery of social services, ensuring access to the essentials of life—food, shelter, security—for everybody.

VULNERABLE POPULATIONS | Through innovation and increased program capacity in beautified, often-expanded spaces, many of our most vulnerable feel safer, better served and more dignified after HeroWork projects.

CHARITY STAFF AND VOLUNTEERS | With more efficient workflows, higher safety and better aesthetics, staff and volunteers are more satisfied, gratified and inspired to do good work.

NEIGHBOURS | Using a design process that consults and involves neighbours and community, the “not in my backyard” resistance transforms into community cooperation, connection and greater public engagement with charities.

FUNDERS | *Radical Renovations* can be community-renewing, creating a sense of shared pride, turning former no-go zones into esteemed infrastructure assets that attract future investments and partnerships that can sustain a charity and strengthen the community.



THREE STEPS TO RADICAL RENOVATIONS

HeroWork Canada has pioneered a three-step charity renovation model that seeks participation and buy-in from the community. Success is thereby shared and achieved collaboratively through the community working together with charities to improve the health and livability of the community for everyone.

- 1. WE WORK WITH CHARITIES** that serve vulnerable populations and want bigger impacts but need improved infrastructure. We ensure that renovations are comprehensive and that designs are in alignment with the charity's long-term vision. This way, the charity achieves lasting, innovative and mission-enhancing results!
- 2. WE PARTNER WITH MANY BUSINESSES** to provide a full array of services and expertise—from construction and building supplies to hospitality, media and entertainment. These partnerships cut project costs and contribute to epic community events that staff, builders, volunteers and clients appreciate and will long remember.
- 3. WE MOBILIZE THE COMMUNITY** by involving hundreds of volunteers—both trades and non-trades—in *Radical Renovations* so as to complete projects at a fraction of normal costs and time. Through these mobilizations, the community becomes more engaged with the charity partner, sharing in the achievement of improving the lives of those experiencing hardships.



Empower Charity Innovation **NEW FOOD BANK MODEL**

THE MUSTARD SEED is a much-loved and long-established charity in Victoria, running the largest food bank on Vancouver Island. Before its HeroWork Radical Renovation, the Mustard Seed had been operating a typical food hamper program for years, where clients would come in, be interviewed/qualified and a volunteer would assemble a box of food items for the individual or family. To reduce waste and provide a more dignified experience, the Mustard Seed worked with HeroWork to realize their vision for a “grocery store-style marketplace” where clients could self-select the items they need. The first challenge was that their warehouse was ugly, ill-equipped, and not at all designed to become a social grocery store. The second challenge was that the Mustard Seed didn’t have the fiscal resources or the expertise required for an upgrade.

HeroWork worked with the Mustard Seed to develop concepts, plans and drawings and then mobilized over 100 companies and 500 volunteers that together contributed hundreds of thousands of dollars’ worth of in-kind labour and supplies.

Today the Mustard Seed operates one of the most innovative programs in British Columbia, serving the food-insecure on South Vancouver Island in a more efficient, welcoming and humane way—earning the project a feature story on CBC National News!





Unleash Charity Potential **NEW RECOVERY PROGRAM MODEL**

THE OUR PLACE SOCIETY has been helping the impoverished, mentally and physically challenged, addicted and homeless in the Greater Victoria Area for decades. Through their years of learned experience, they discerned that cyclical factors like homelessness, addiction, and incarceration can create an inescapable vortex that keep people entrenched on the streets.

Our Place researched an innovative solution modeled after an Italian community called San Patrignano that boasted a 72% full recovery rate for thousands of residents who completed their program. Our Place wanted to replicate that model and its enviable success rate but needed the right facility. Through its many partnerships, Our Place secured a long-term lease of an old youth detention facility, but the building needed extensive and expensive renovations and retrofits to give it the look, feel, and layout of a home, not a jail.

Through partnership, HeroWork was able to save Our Place hundreds of thousands of dollars by completing a complex, wide-ranging renovation that now enables this charity to operate an innovative Therapeutic Recovery Community, that many believe, will become a new treatment model in Canada.





Harness the Power of Community **NEW COMMUNITY HUB**



THE RAINBOW KITCHEN serves over 100,000 meals a year to a wide range of food-insecure people: street youth, single moms and kids, seniors, the unemployed and under-employed, as well as those with mental and physical challenges.

The Rainbow Kitchen first approached HeroWork to discuss a new washroom, because they only had a single-user washroom for the over 150 clients they regularly served at a time. While they definitely needed more washroom capacity, we encouraged them to look at the rest of their facilities: their outdated kitchen, broken exhaust hoods, slippery deck, unsafe wheelchair ramp, diminished landscaping, and much more.

Next, we met with the United Church of Esquimalt that owns the building that is utilized by 20 different community groups, and we encouraged the congregation's leadership to dream bigger, too. Together, we helped them to envision how a purpose-designed and renewed building could harness the power of community to enrich the lives of everyone.

HeroWork also sought the input of neighbours, integrating their input into the design that adjusted pedestrian traffic-flow and beautified the surroundings

The result was a \$600,000 renovation that transformed the community wing of a church into a Community Hub that now better serves the needs of the Rainbow Kitchen and the many other community groups.

Through this *Radical Renovation*—that was bigger than just expanding washroom capacity—the neighbourhood now more fully supports many charitable activities housed in this Community Hub because they participated as volunteers, their input was integrated into the design that adjusted pedestrian traffic-flow and the project beautified the surroundings.



PAUL LATOUR

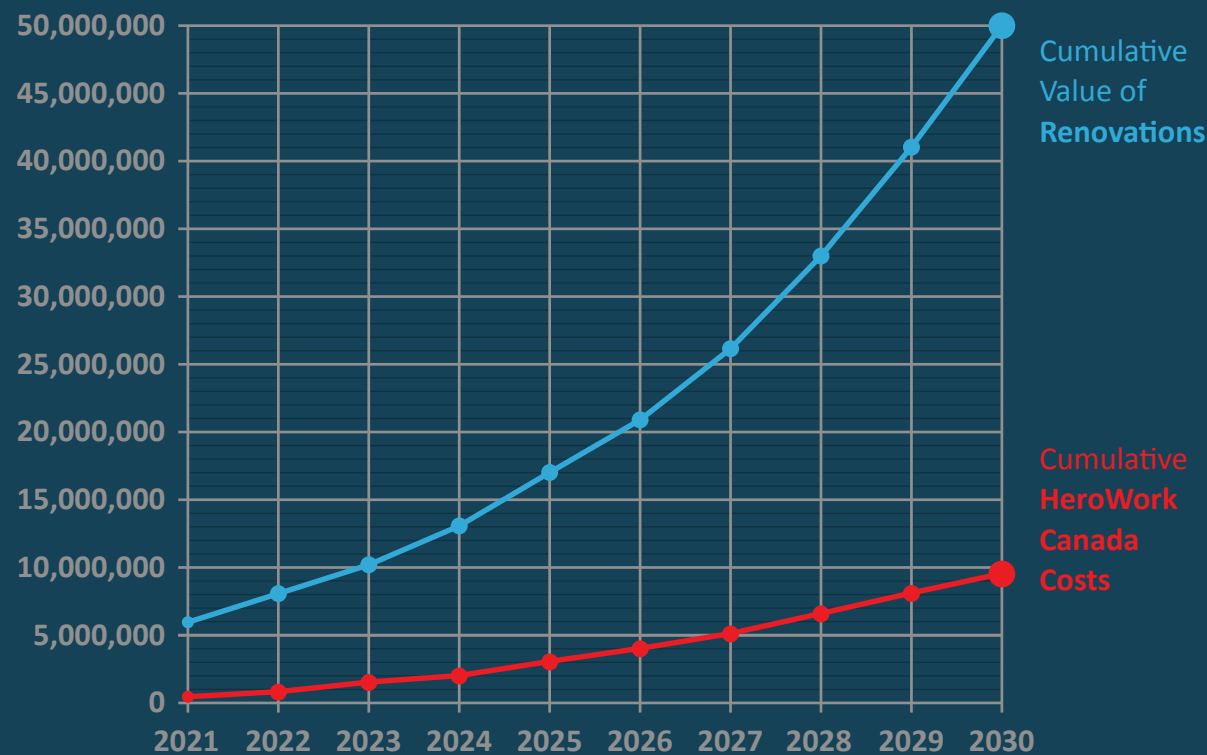
Founder and CEO

HEROWORK BEGAN BECAUSE PAUL WANTED TO HELP A FRIEND WITH MS. His initial idea was to bring 20 people together, have a pizza party and help out his friend so that her house could better accommodate her through the progression of her disease. Seven weeks later, Paul spearheaded a single-day, \$25,000 renovation project with a budget of only \$380. From that inspiring moment, he created and has grown HeroWork into a powerhouse charity that has now completed millions worth of non-profit renovations in the Victoria area, mobilizing hundreds of companies and thousands of volunteers. With HeroWork Canada, Paul will lead the way, creating new HeroWork chapters in urban centres across Canada, teaching new teams how to prepare for, organize and complete **Radical Renovations**.

“Renovating a single charity impacts many people. Renovating many charity buildings impacts a community. Cloning our program into many communities can change a nation.”

Our Impact Table shows the accumulative results of our program over the next ten years.

Cumulative Value of Renovations vs. HeroWork Canada Costs*



We conservatively estimate that over this time our program will grow to annually impact upwards of 75,000 vulnerable people.

*These figures are estimations based on business expansion modelling.

HELP HEROWORK CANADA RENOVATE OUR COUNTRY ONE COMMUNITY AT A TIME

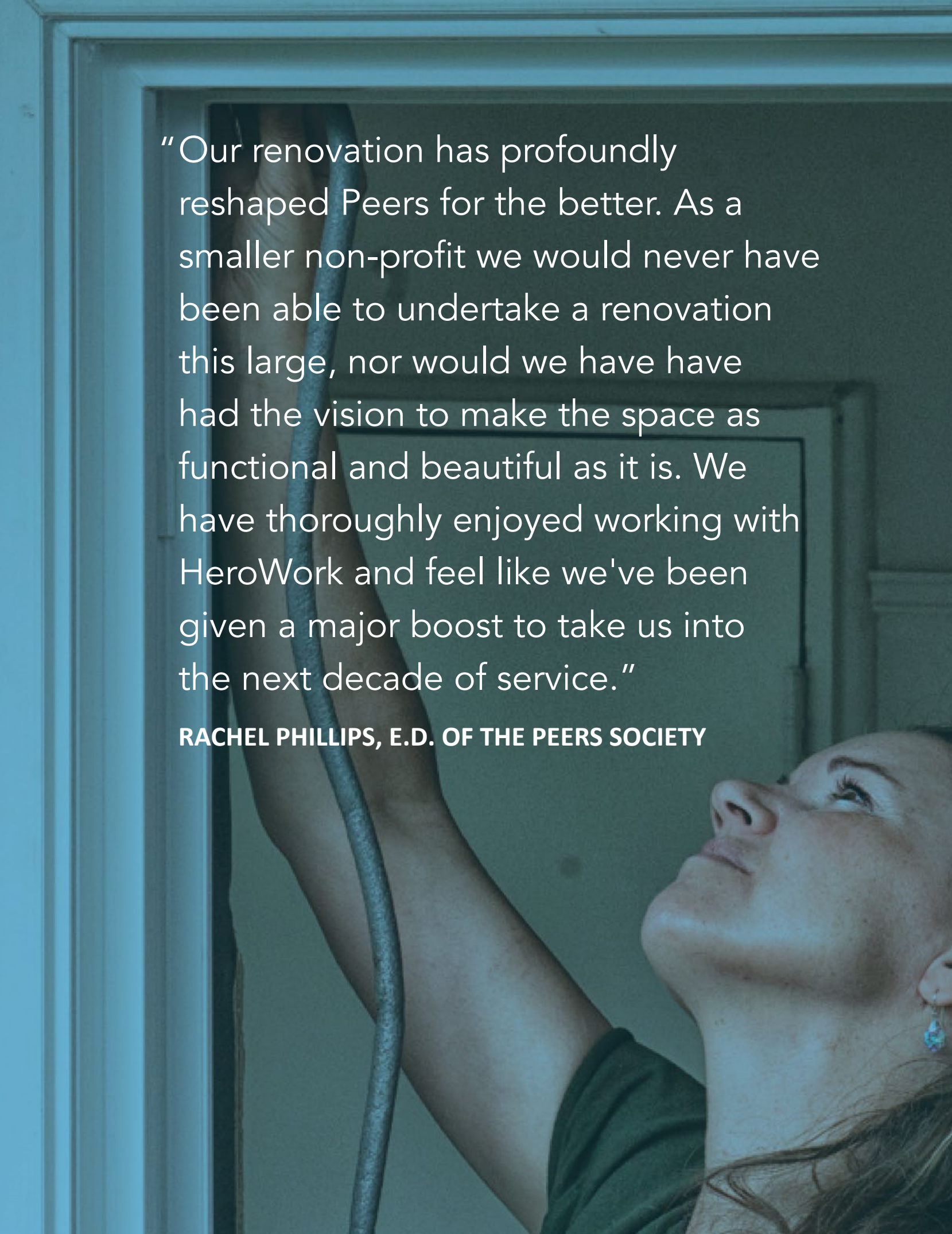
The problem is crystal clear—in the statistics, on the streets, in the parks, and in the shelters of our communities.

THE SOLUTION IS PROVEN

It's time to Radically Renovate the way we think about and value the services provided by Canadian Charities. Hundreds of organizations need better facilities.

HEROWORK CANADA NEEDS YOU

We are looking for leaders who want to help us grow a national movement of charity renewal that impacts urban centres across the country.

A woman with long brown hair, wearing a dark green shirt, is looking upwards with a focused expression. She is holding a thick, grey, braided cable that runs vertically from the top of the frame down towards her. The background is a plain, light-colored wall. The lighting is soft and even, highlighting her features and the texture of the cable.

"Our renovation has profoundly reshaped Peers for the better. As a smaller non-profit we would never have been able to undertake a renovation this large, nor would we have had the vision to make the space as functional and beautiful as it is. We have thoroughly enjoyed working with HeroWork and feel like we've been given a major boost to take us into the next decade of service."

RACHEL PHILLIPS, E.D. OF THE PEERS SOCIETY



Let's discuss how we can strengthen
our communities and our nation. Together

Paul Latour
CEO & Founder
paul@herowork.com
250-590-4221

Michael Curnes
Advancement & Marketing
michael.curnes@herowork.com
250-880-7816

HEROWORK
Rebuilding Community



Charity Number 84119 8583 RR0001