



# Impact Report 2024

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

# About Realize

The Realize logo consists of the word "Realize" in a bold, dark brown sans-serif font. It is centered within a white, horizontally-oriented oval. This oval is itself centered within a larger, semi-transparent light brown oval. The entire logo is positioned on the right side of the slide, overlapping the background image of a waterfall.

**Realize**



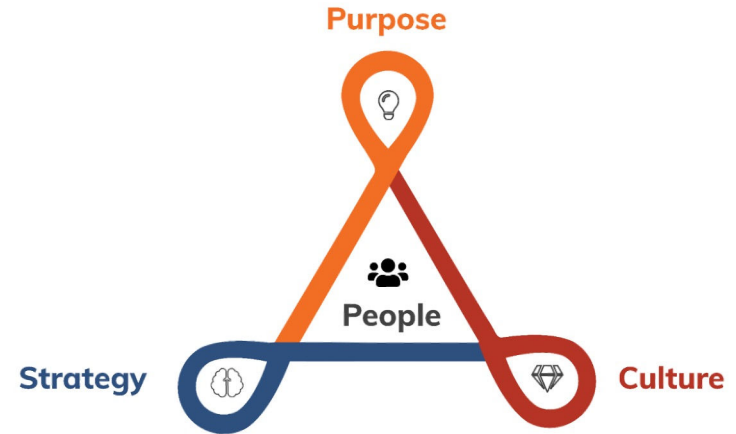
# About Realize Solutions

We're a team of strategic thinkers who fuse data, research, deep experience, and a network of solvers to design outcome-oriented solutions for organizations with leadership, governance, and strategy challenges.

As a B Corp, Living Wage, and Buy Social Canada certified organization, our values extend beyond our business success, encompassing pro bono work, volunteerism, equality, and global stewardship. We believe in stakeholder capitalism and strive to bridge the gap between profit and purpose.

We help for-profit businesses to align with their purpose and give back to their community, and we empower purpose-driven nonprofits to generate sustainable sources of revenue to fulfil their mission.

We are grateful to have our headquarters on the traditional, unceded, and ancestral territories of the sḵw̓əwú7mesh (Squamish), sel̓ilw̓itulh (Tsleil-Waututh), and xʷməθkʷəy̓əm (Musqueam) nations.





# Our solutions

- **STRATEGY**
  - Succession planning
  - Strategic planning
  - Organizational review
  - Risk management
- **GOVERNANCE**
  - Board chair and CEO partnership evaluation
  - Board and governance transformation
  - Board training
- **LEADERSHIP**
  - Leadership development
  - Team coaching
  - CEO 360 evaluation
  - Employee engagement
  - Executive search







Our values

**Realize**



# What we stand for



This company meets high standards of social and environmental impact.



WE'RE A PROUD  
LIVING WAGE  
EMPLOYER



As a B Corp, Living Wage, and Buy Social Canada certified organization, our values extend beyond our business success, encompassing pro bono work, volunteerism, equality, and global stewardship.

01

## Living Wage Employer Certified

With the global average pay ratio of 144:1, we have a longstanding internal policy that the ratio of compensation between our most senior and junior team member will never exceed 3.5:1.

03

## Community Investment

Our Community Innovation Program supports non-profits, charities, and community organizations so they can invest in and deliver on their mission.

05

## Diversity, Equity, and Inclusion

We practice real-world action and continuous training to make sure we are aware of and responding to what matters to the people we interact with.

02

## Responsible Procurement

We're committed to purchasing at least 50% of our core office products from local independent suppliers.

04

## Volunteering

We collectively spend hundreds of hours per year donating our time to organizations across Canada that work to make a difference in people's lives.

06

## Supporting Non-profits and Charities

Some of our client focuses include education, community social services, immigrant services, advocacy for mental health, and employment training for marginalized groups.



# Recognized by Real Leaders® as a 2025 Top Impact Company®

We are proud to be included in *Real Leaders*® magazine's **2025 Top Impact Companies** list for the impact that we achieved in, and leading up to, 2024. This global award recognizes businesses that are driving meaningful change across industries while balancing purpose and profit.

Realize Solutions joins this distinguished list as a reflection of its long-standing commitment to creating positive and lasting impact for its clients and communities. With the highest overall B Corp score of any management consultancy in British Columbia, Realize Solutions sets the standard for purpose-driven leadership.



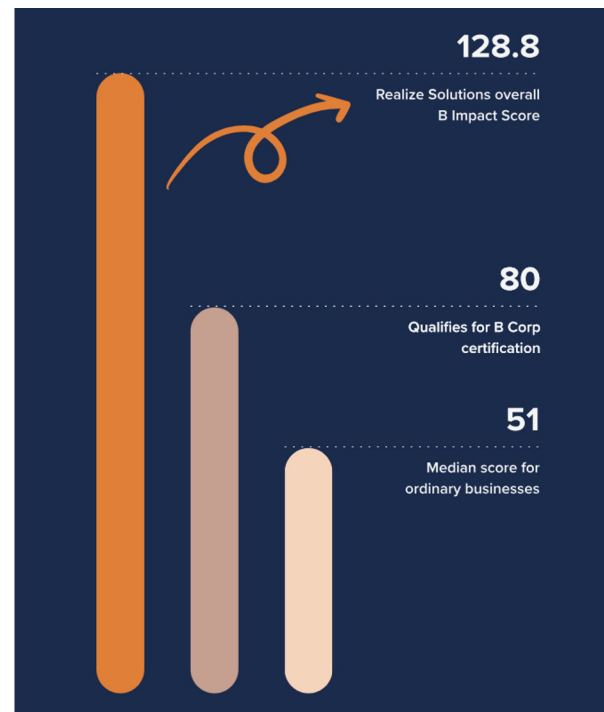


# Making an impact: B Corp

We are proud to have the highest overall B Corp score of any management consultancy in BC.

In 2024, Realize Solutions earned a verified B Corp score of 128.8, placing it among the top 5% of B Corp companies worldwide in its size group. This score reflects Realize's exceptional performance across five impact areas: community, customers, environment, governance, and workers — out of 8,919 certified B Corps globally (as of 2024).

- **GOVERNANCE**  
Mission Locked
- **COMMUNITY**  
Local Economic Development
- **CUSTOMERS**  
Support for Underserved/Purpose Driven Enterprises, Serving in Need Populations



Realize overall B Impact Score: 128.8






# Making an impact: Living Wage Certified

We are proud to be certified as a Living Wage Employer, a designation awarded to organizations that pay all direct and contract staff at least the living wage for the region. The “living wage” represents the hourly rate a family needs to cover basic expenses.

As part of our commitment to fair compensation, we also maintain a longstanding internal policy: the pay ratio between our most senior and junior team members will never exceed 3.5:1. For context, the global average pay gap between the highest and lowest-paid employees is a staggering 144:1.

We believe that providing fair, competitive wages and benefits not only supports our team but also has a positive ripple effect on the broader community. [Learn more about why being a Living Wage Employer matters to us.](#)



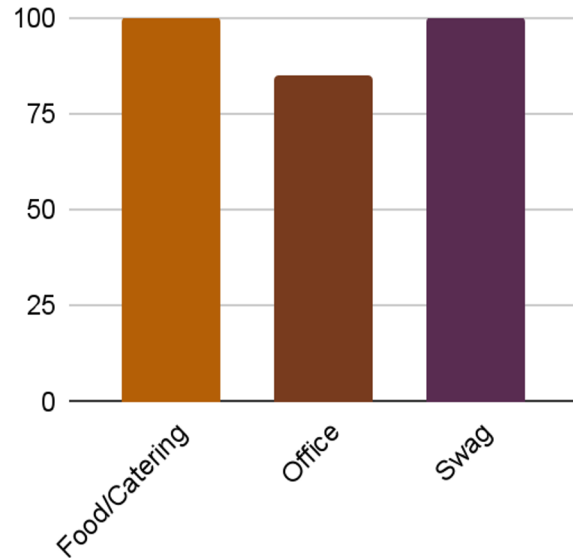
Realize Pay Gap  
3.5:1

Global Average Pay  
Gap  
144:1



# Making an impact: Buy Social social purchasing

Social Purchasing %



We are committed to supporting independent suppliers who are local to where the product will be used or where we operate. We select suppliers who meet some, or all of the following criteria:

- a) Locally owned
- b) Are majority owned by women, BIPOC, or other traditionally under-represented groups
- c) Certified by Buy Social Canada, B Lab, or comparable social screening system
- d) Are Certified Living wage Employers
- e) Are social enterprises, co-operatives or other forms of community-owned businesses

We assess our suppliers based on information available on their websites, through validation by trusted partners such as Buy Social Canada and, where necessary, through direct discussions with the company.

The threshold for meeting our commitment is 50% that of our core supplies come from suppliers who meet the above, we achieve close to 100%.

Strengthening  
the sector

**Realize**



# Empowering clients, strengthening communities

At Realize, our services fundamentally enhance the capacity of client organizations by focusing on strengthening individuals at all levels, from employees to board members. By cultivating and empowering their staff and leadership, organizations are better equipped to unleash their potential and fulfil their missions, ultimately benefiting the communities they serve even more. Over the past year, we have partnered with clients involved in:

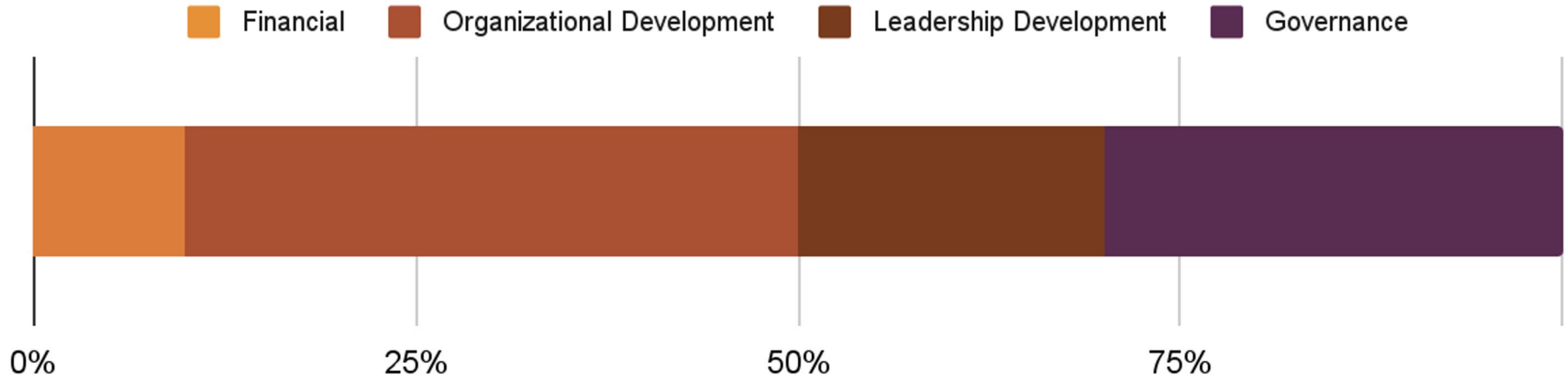
- Education
- Community social services
- Family services
- Immigrant services
- Real estate
- IT & Technology
- Social enterprises
- Tourism
- Advocacy for mental health



# Enhancing purpose-driving organizations: our 2024 contributions



## How we built organizational capacity in our clients in 2024





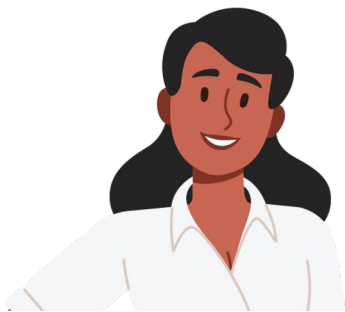


# Sharing our expertise



## 3 new courses: equipping purpose-driven organizations for success

Last year, Realize Solutions launched three dynamic courses designed to help purpose-driven organizations strengthen their resilience, leadership, and financial sustainability. These self-paced courses provide practical, immediately applicable tools to help teams navigate change, attract and retain top talent, and embrace financial stability as a driver of impact. Together, they provide a comprehensive toolkit to help leaders and their teams build stronger, more agile organizations ready to thrive in today's evolving landscape.



### Strategic Agility: 10 Change Management Essentials

Frameworks for managing resistance, sustaining momentum, and embedding adaptability into workplace culture. With practical strategies and assessment tools, leaders can foster a culture of resilience that embraces innovation and meets challenges head-on.



# Sharing our expertise



## Talent Edge: Essential Hiring and Retention Tactics

Tools for creating a resilient, engaged workforce that can drive innovation, adapt to change, and achieve strategic goals. Participants gain actionable tools to enhance workplace culture and reduce costly turnover.



## Profit is Not a Dirty Word

Practical insights into communicating the value of financial health to stakeholders, investing in people and programs, and building a financially resilient organization — without compromising purpose.



# Sharing our expertise



## 2024 Conferences

In 2024, Realize was invited to contribute to events across North America to share expertise in a variety of areas.

- **May: California Cooperative Conference (San Diego, CA)**
  - Brad Boyce presented a case study on the East End Food-Co-op in Vancouver.
- **June: Co-operatives and Mutuals Canada (CMC) Congress (Halifax, NS)**
  - John Kay presented "Taking Action in a Changing Economy and Workforce: Supercharging the co-operative model to meet the needs of a changing economy"



Community &  
economic impact

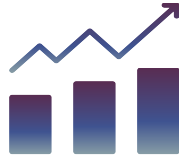


**Realize**



# Community investment

Through our long-standing partnership with Vancity, our Community Innovation Cash Pool Program a significant return for community investment. These funds support multiple programs and services operated charities and non-profits across the province.



Generated through our  
community partnership  
with Vancity

**\$7 million**



Charities and non-profits  
we have partnered with

**201**





## Donated time and services

Realize staff provided approximately 720 hours of volunteer and pro-bono support to a variety of community non-profits and events. All team members are encouraged and supported (e.g., paid volunteer hours) to help make a difference as active volunteers in the community.

Sectors supported included animal welfare, hospital, mindful living, sustainable development, co-ops, Big Brothers/Sisters, crisis centres, and more.

# 720

Volunteer & pro-bono hours



# Thank you

A special thanks to our staff and Board of Directors who helped create positive change in 2024.

## Staff

Alison Marshall  
Brad Boyce  
John Kay  
Laurie Wilson  
Lisa Zentner  
Michael Cook  
Samantha Lee

## Board of Directors

Ben Hyman  
Jack Keough  
Mark Roseland  
Phil Baudin (Chair)  
Selena McLachlan  
Zameena Dadani



[www.realizesolutions.ca](http://www.realizesolutions.ca)