

IMPACT REPORT

REALIZE STRATEGIES

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TABLE OF CONTENTS

LAND ACKNOWLEDGEMENT..... 3

A LETTER FROM THE REALIZE TEAM..... 4

A YEAR IN REVIEW 5

INVESTING IN OUR COMMUNITY 7

UNDERSTANDING OUR COMMUNITY 8

INNOVATING WITH OUR COMMUNITY 9

THANK YOU 11



LAND ACKNOWLEDGEMENT

We are grateful and thankful to have our headquarters on Sk̓wx̓wú7mesh (Squamish), Səlilwətał/Sel̓íl̓wítulh (Tseil-Waututh), and x̣ʷməθḳʷəỵəm (Musqueam) territories. Realize Strategies is committed to the process of decolonization and reconciliation with Indigenous, First Nations, and Metis communities.

A LETTER FROM THE CEO

“We believe people are the heartbeat and that culture is foundation of all world-changing organizations.”

2020/21 has been a year of unprecedented change. As we have all had to continuously adapt to shifting circumstances and a “New Normal”, at the end of the day, it is people who are the ones driving positive change and growth with their innovation, resilience, passion, empathy, and energy.

The theme that was selected for this year’s Impact Report is “**Community**”. We wanted to highlight and celebrate how we at Realize actively reinvest in and engage with our valuable community of members, partners, and clients. We hope this report inspires others to reflect on and celebrate their people and communities as well as hold our team accountable to continuing to use business as a force for good and keeping people at the centre of everything we do.

Thank you for being a part of our journey.

— John Kay,
CEO of Realize Strategies

A YEAR IN REVIEW

38

WE COMPLETED **34 CONSULTING PROJECTS** AND STARTED AN ADDITIONAL **4 PROJECTS** TO BE COMPLETED IN THE NEXT YEAR.

3

WE COMPLETED **3 EXECUTIVE SEARCHES**

\$550
THOUSAND

WE GENERATED OVER **HALF A MILLION DOLLARS** FOR THE COMMUNITY

Through our **Community Innovation Cash Pool Program** partnership with Vancity, we were able to generate **\$550,000** for our Realize members.

A YEAR IN REVIEW

24

WE PUBLISHED **24** PIECES OF THOUGHT LEADERSHIP INCLUDING **2** BC WORKFORCE REPORTS AND **6** INNOVATION HOUR CARDS.

5

WE HOSTED **5** COMMUNITY INNOVATION EVENTS INCLUDING **3** REAL TALKS AND **2** PARTNER INNOVATION HOURS.

2

WE SPONSORED **2** EVENTS IN OUR COMMUNITY

We are proud sponsors of the annual Archway Charity Golf Tournament and Brands For Better Brand Battle For Good.

140+
HOURS

WE VOLUNTEERED OVER **140** HOURS

Giving back and being actively involved within our communities is an integral part of our Realize culture. Our team members are proud to regularly volunteer their time and skills at various non-profits and events.



INVESTING IN OUR COMMUNITY



Realize Strategies kicks off new Social Impact Investment initiative by investing in East Van Roasters

Led by our goal of "using business to create positive impact", Realize recently launched a new Social Impact Investment initiative where we invest surplus cash assets in local social enterprises as an alternative to investments in the conventional marketplace. Not only does social impact investment align with and help us live our mission, values, and purpose, investing in social enterprise supports capacity building, job creation, training and retaining capital in the community, and the development of blended value business models.

When East Van Roasters (EVR), an award-winning Vancouver-based artisan coffee and chocolate shop, announced they were seeking investors to support their transformation into an independent Community Contribution Company and ambitious market expansion plans, we were excited to raise our hands (and dollars) in support.

EVR is a café that provides support and employment opportunities for at-risk women navigating various challenges including addiction and homelessness in the Downtown Eastside. Founded in 2012, EVR began as a program providing employment opportunities to female residents of the Rainier Hotel. Today, EVR's program continues to support women at the Rainier Hotel, but welcomes women from all walks of life.

EVR's peer program has supported and allowed many women to reconnect with their families, reunite with their children, and transition to independent housing. In addition to its direct impact, EVR also provides a platform to educate their customers on environmental and social issues related to cacao bean production and works with partner companies to source their ingredients responsibly.

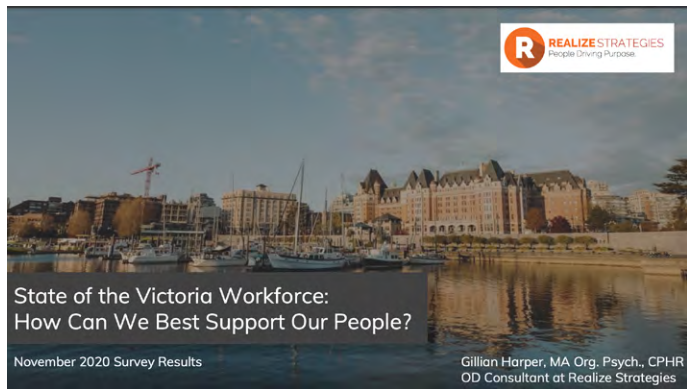
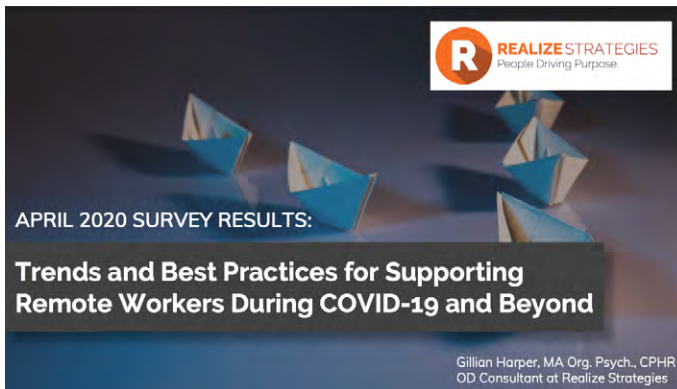


UNDERSTANDING OUR COMMUNITY

2020/21 has been a year of massive change and disruption around the world. When the WHO declared COVID-19 a global pandemic in March 2020, hundreds of thousands of companies of all sizes around the world scrambled to implement work from home policies. Along with having to abruptly embrace the new remote work norm, leaders and employees struggled with maintaining a positive workplace culture through screens, navigating uncertainty, and combatting isolation.

To better support our members, partners, clients, and greater community, we conducted 2 BC workforce surveys to dive into the challenges facing everyone and offer key insights and recommendations. Titled **Trends and Best Practices for Supporting Remote Workers During COVID-19** and **State of the Victoria Workforce**, both reports explored the question “Do people feel supported by their companies and leaders and/or that their workplace is safe? What’s working and what isn’t?” The first report surveyed traditional office workers while the second surveyed workers within the Food & Hospitality, Retail, Health, and Education sectors. Topics covered within the workforce survey reports include:

- Company responses to COVID-19
- Employee well-being
- Work changes
- Safety during in-person work interactions
- Remote work
- Ways to improve the employee experience
- Practical actions leaders can take now



Interested in learning more? Click on the images above or [download](#) your free copy of the reports on our website.

INNOVATING WITH OUR COMMUNITY

Real Talk

Over the past year, many complex issues needed to be discussed as our community tackled with the changing landscape caused by COVID-19. To provide a platform for these discussions while centring it around human connection, we introduced **Real Talk**.

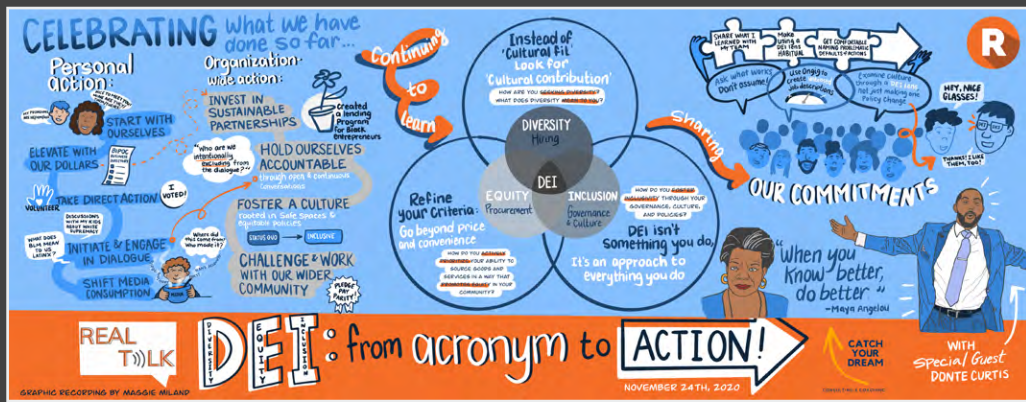
Real Talk is our workshop series where leaders from across the purpose-driven sector are invited to gather, have active discussions about the complex social, economic, and environmental problems our organizations are faced with, and commit to leading positive change. We seek engaged leaders who put their people first and truly want to use their organization as a force for good. To date, we've had nearly 100 leaders from across Canada and the United States join in on our Real Talks!

Real Talk is focused around co-creating practical actions for big problems. At each workshop, participants:

- **Learn** about emerging insights.
- **Co-create** and ideate in small groups, share experiences and challenges, and learn from each other.
- **Explore** how we engage with our people and enact practical actions and solutions.
- **Establish** commitments to change and a plan for accountability.

Topics covered included **Workplace Wellbeing**, **DEI: From Acronym to Action** (feat. Donte Curtis), and **Designing Hybrid Workplaces for Human Moments**. Check the next page for some Real Talk highlights (click on each image to view it full-sized)! Interested in learning more or joining our next workshop? Learn more on our [website](#).

Real Talk: Highlights



REAL TALK DESIGNING HYBRID WORKPLACES FOR HUMAN MOMENTS: WHY DOES IT MATTER?

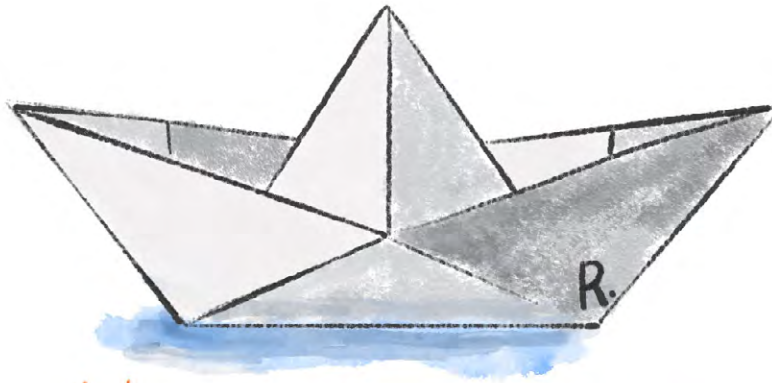
WHAT IS A HUMAN MOMENT?

A face-to-face encounter that allows for empathy, emotional connection, and nonverbal cues to complement what is actually said. In human moments, people often feel energized and are more likely to empathize with each other, which supports organizational culture and collaboration.

WHEN IT COMES TO...

Remote Hiring & Onboarding	Employee Well-Being and Flexible/ Inclusive Work Policies	A Space for Creative Collaboration
<p>71.5% of surveyed companies reported their employees had requested remote work options before COVID-19 and 66% said that remote work helped prevent layoffs due to the pandemic.</p> <p>63.66% of companies expect it to make their team(s) happier; 45.5% for it to increase productivity; and 44.25% expect an increase in profitability.</p>	<p>79% of employees with a flexible work schedule reported that they were satisfied or very satisfied with their work-life balance.</p> <p>60% of American adults and 44% of Canadian adults have at least one chronic health condition that lasts at least one year and require ongoing management or restrict individual activities.</p>	<p>People need to be only 50 metres apart for regular communication (whether face-to-face or via any form of media) to decrease.</p> <p>87% of employees say the office is important for collaborating with team members and building relationships — their top-rated needs for the office.</p>
<p>88% of organizations do not onboard well — only 12% of employees strongly agree their organization does a great job onboarding their employees.</p>	<p>1 in 4 Canadians aged 15 or older live with chronic pain.</p>	<p>International SOS identified mental health as the fourth biggest impact on businesses and Mental Health Commission of Canada reported that mental health problems and illnesses cost Canadian employers more than \$6 billion each year in lost productivity.</p>
<p>Organizations with strong onboarding processes improve new hire retention by 82% and productivity by more than 70%.</p>	<p>International SOS identified mental health as the fourth biggest impact on businesses and Mental Health Commission of Canada reported that mental health problems and illnesses cost Canadian employers more than \$6 billion each year in lost productivity.</p>	<p>Frequent face-to-face interactions outside formal meetings boost energy, exploration, and engagement and are the best predictor of productivity.</p> <p>Complex problem solving and innovative ideas happens best when people from different functions and departments collaborate and these collaborations are usually triggered by chance encounters.</p>

REAL TALK WITH REALIZE STRATEGIES | REALIZESTRATEGIES.CA



thank you.

Positive, long-lasting change takes time and people committed to rolling up their sleeves and working together. We are so proud of the work that we have accomplished this year as a team of staff and Board of Directors alongside our members and clients through deeply-rooted partnerships and as members of global movements.

A special thanks to our staff:

John Kay
Alison Marshall
Gillian Harper
Samantha Lee
Brad Boyce
Maggie Miland
Jessie Madden

And to our Board of Directors:

Phil Baudin
Tim Veresh
Mark Roseland
Zameena Dadani
Jane Cox
Jack Keough
Ben Hyman