



DESTINATION GREATER VICTORIA

IMPACT & LEGACY PROGRAMS

Destination Greater Victoria is committed to supporting our local community and to fostering relationships that strengthen our vibrant region as a whole.

We are proud to partner with key local organizations through this Impact & Legacy Program, and to offer opportunities for events to create positive impacts and lasting change by contributing to the United Nations (UN) Sustainable Development Goals (SDGs) at a local level.

Leave a positive impact by adding one of our social impact programs to your event!

We're proud to amplify the dedicated work of these organizations, and the important role they play in improving and enhancing the quality of life in our vibrant community.

In the following sections, you'll find out what each organization does and what supportive options you can choose from to integrate into your event.



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Aunty Collective



Aunty Collective is a creative practice and learning space that centers Indigenous artists and peoples while welcoming all learners. It prioritizes creating opportunities for Indigenous 2SLGBTQIA+, women, and youth, fostering accessibility for artists across all mediums.

Through knowledge-sharing, creation, and mentorship, Aunty Collective empowers Indigenous artists to take up space and support future generations. Rooted in Indigenous ways of knowing and being, acknowledging the responsibilities we have to our relationships with local nations, it uplifts artists from Lekwungen territory and across Turtle Island.

Program Impacts

- Empower and promote the social and economic inclusion of all (Target 10.2)



Event Gifting

Purchase your speaker or attendee gifts from Indigenous artists represented by the Aunty Collective.

Choose from a wide variety of products (including small, significant and ceremonial gifts) all created by Indigenous artists. Aunty Collective can help advise on choosing items and can also create packages based on your budget.

No minimum purchase.



Host an Indigenous Education Workshop

Engage your attendees in an interactive learning experience with Aunty Collective. Workshops include but are not limited to beading, drum making, medicine making and cedar weaving.

Revenue from these workshops helps to empower Indigenous artists and support Aunty Collective's work.

Cost: workshops starting at \$60 / person

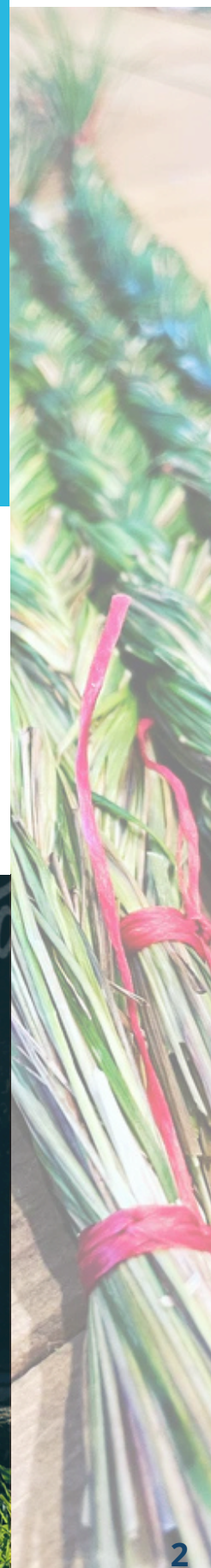
Ideal group size: 10-20 people; larger groups can also be supported

Time required: minimum 2 hours (option for multi-day workshops)

Location: Aunty Collective Indigenous Creative Practice Hub or alternate venue (transportation not provided)

Optional add-on: Creative Impact & Data

Aunty Collective can engage an artist to creatively demonstrate the impact and story of this contribution through a piece of art. The event host can choose what to do with this art piece, whether they keep it for their organization, gift it, or donate it. Additional artist fees would apply.



FED Urban Agriculture



FED, a registered Canadian charity, promotes and advocates for urban agriculture, sustainable food production, food security and engagement & education around food systems.

Their mission is to create high-impact urban food system projects that meaningfully connect Victorians to local food through innovation and genuine engagement. They do this by creating garden spaces, delivering educational programs, and advocating for urban agriculture within the local community.

Program Impacts

- Ending hunger and ensuring access by all people, in particular poor and people in vulnerable situations, to safe, nutritious and sufficient food all year round (Target 2.1)



Financial Donation

Support FED's Feeding Families Campaign with a financial donation. This Campaign supports local families facing food insecurity by providing a weekly box of locally grown, fresh produce.

The minimum financial donation of \$1,000 will provide one weekly box of fresh, local produce to one family in need for 20 weeks (\$50/week).

FED Farm Community Harvest

Bring your event attendees to the FED Urban Farm for a hands-on harvesting and learning experience. This experience includes a farm tour and a harvesting activity. The harvested food will support local organizations through weekly food donations and FED's Feeding Families Campaign.

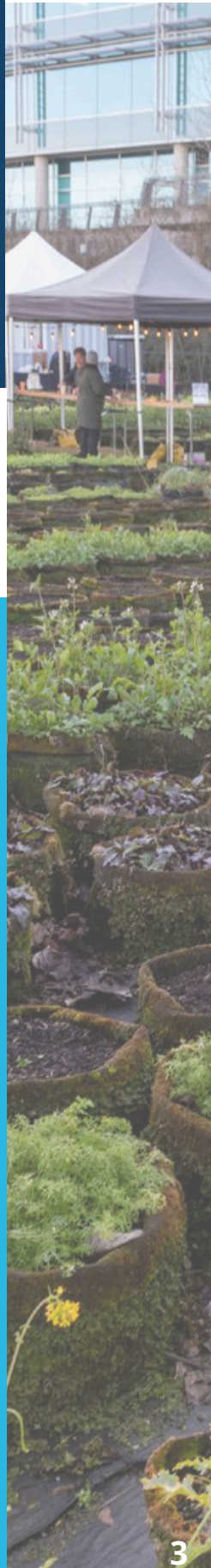
Cost: starting at \$750, depending on group size.

Ideal group size: 15 - 20 people; maximum 50 people

Time required: 2 - 3 hours

Location: FED Urban Farm (transportation not provided)

Available Activity Time Period: May to October (participants must wear appropriate attire for seasonal weather)



Peninsula Streams Society, a registered Canadian charity, coordinates restoration and habitat conservation projects throughout Greater Victoria. Their goal is to build healthy aquatic habitat that supports self-sustaining populations of native species in freshwater and marine environments.

Peninsula Streams Society's Beach Education and Conservation of Habitat (BEACH) Program offers Greater Victoria residents opportunities to gain hands-on experience in shoreline conservation and protection. The program supports environmental stewardship through shoreline restoration, environmental education, and community science.

Program Impacts

- Prevent and significantly reduce marine pollution of all kinds, particularly from land-based activities, including marine debris and nutrient pollution (Target 14.1)
- Protect and sustainably manage marine and coastal ecosystems to prevent harm and enhance their resilience (Target 14.2)



Financial Donation

Support the Beach Education and Conservation of Habitat (BEACH) Program through a financial donation.

Peninsula Streams Society will work with you to identify a specific initiative to support that aligns with your organization. Examples include community education or school programs, biodiversity sampling, replanting marshes, restoring coastlines and more.

Financial donations can range between \$1,000 - \$5,000.



Group Beach Cleanup

Engage your attendees in a group beach cleanup. During a hands-on experience led by Peninsula Streams' biologists and educators, participants will learn about local shorelines including ecology, threats, conservation, and restoration.

The activity begins with an interactive demonstration on shoreline ecology and monitoring (beach seining, fish monitoring, eDNA sampling, and/or invasive crab trapping), and then participants take action by doing a beach cleanup.



Waste from the beach cleanup will be sorted for recycling based on its source, life cycle, circularity, and lifespan, then weighed and properly disposed of. A final reflection will take place around personal and collective waste streams and actions to reduce impacts.

Cost: starting at \$2,000, depending on group size. The fee covers PSS' staff time, equipment and disposal fees.

Ideal group size: 25-50 people; maximum 100 people

Time required: 2 - 3 hours

Location: Various beach locations within the Greater Victoria Area (transportation not provided)

Available Activity Time Period: May to October (participants must wear appropriate attire for seasonal weather)



Power To Be

Power To Be, a registered Canadian charity, creates access to nature for youth, families, and adults living with cognitive, physical, financial and social barriers. They build community by removing barriers and inviting people to explore what's possible in nature.

Program Impacts

- Contribute to universal access to safe, inclusive and accessible green and public spaces, in particular for women and children, older persons and persons with disabilities (Target 11.7)
- Contribute to protecting, restoring and promoting sustainable use of land ecosystems and sustainably managed forests (Target 15.1)



Financial Donation

Make a financial donation to directly support Power To Be's programs that foster personal development, access to nature, and that support other local organizations. Program streams include *Inclusive Adventures*, *Wilderness Wellness* and *Catalyst for Good*.

Financial donations start at \$1,500.

Environmental Restoration Group Activity

Engage your attendees in a restoration activity. In this hands-on experience, your group will learn new skills while helping to create and improve accessible areas and restore the natural environment. Seasonal tasks are selected based on the needs of the Prospect Lake site, and programs and initiatives at the time of booking. Example tasks include invasive species removal, landscaping, gear and vehicle cleaning and winterization. Power To Be staff will facilitate the volunteer activity and provide all equipment and safety gear required. Opportunity to add meeting space and catering at an additional cost.

Cost: \$5,000 - \$7,500, depending on group size.

Ideal group size: 10 - 50 people; maximum group size dependent on activity

Time required: 3 - 4 hours

Location: Prospect Lake Site (transportation not provided)

Soap for Hope Canada

Soap for Hope Canada is dedicated to eradicating hygiene poverty by providing access to hygiene products to improve the health, hope and dignity of vulnerable people. The organization repurposes gently used hygiene items and linens that would otherwise end up in the landfills and oceans.

Program Impacts

- Improved physical and mental health among vulnerable people in facilities supported (Target 6.2)
- Reduced waste entering landfill - repurposing and reuse (Target 12.5)



Financial Donation

Your financial donation ensures vulnerable individuals - from children to seniors, women fleeing domestic violence, and financially insecure families - have access to essential hygiene products we can't repurpose, such as deodorants, toothpaste, toothbrushes, and incontinence products.

Financial donations start at \$1,500.

Volunteering

Soap for Hope Canada offers a meaningful opportunity to make a lasting social and environmental impact through activities like sorting, squeezing, filling or washing hygiene products, folding linens, and assembling hygiene kits.

Driven by a powerful movement towards sustainability and compassion, volunteers not only repurpose essential hygiene items and linens with care – they help ensure dignity for the recipients in need and the preservation of the environment.

Cost: No additional cost

Ideal group size: 10-20 people

Time required: 2 hours

Location: Soap for Hope Victoria (transportation not provided)



Wear2Start, a registered Canadian charity, has a mission to create a world where all self-identified women feel confident and empowered to achieve their goals through access to appropriate clothing and support.

The **Care for You Program** creates care packages filled with personal hygiene items that are distributed to vulnerable populations within the community.

These populations include women fleeing from domestic abuse, transgender and gender diverse individuals, newcomers to Canada, low income seniors, and those returning to the workforce, experiencing homelessness, struggling with mental illness, or struggling with addiction. These packages help to improve the health and dignity of recipients and remove barriers to success and healthy living.

Program Impacts

- Empower and promote the social, economic and political inclusion of all (Target 10.2)



Financial Donation

Make a financial donation to support the development and delivery of **Care for You** packages that are provided to Wear2Start clients and delivered to community members in need.

The packages include personal care items such as bar soap, shampoo, conditioner, body wash, body lotion, dental floss, toothbrush, toothpaste, deodorant, ChapStick and period products when appropriate (exact items depend on funding and availability).

\$1,000	100 packages
\$1,500	150 packages
\$2,000	200 packages
\$2,500	250 packages
\$3,000	300 packages



Group Package Building

If your event commits to funding 200+ Care for You packages, Wear2Start will help coordinate a Package Building team building activity at your event.

The event organizer would need to provide appropriate meeting space and furniture and coordinate event participants. Wear2Start will transport the products to the event venue and will run the activity.

Cost: Commitment to funding 200+ Care for You packages

Ideal group size: can vary based on the number of care packages and venue size

Time required: 2 hours

Location: onsite at your event venue

Optional add-on: Gratitude Resume Workshop: A guided, reflective experience that helps participants honour the people, moments, and values that have shaped their personal journey, resulting in a meaningful Gratitude Resume and a deeper connection to self and community.

Cost: \$500

Time required: 1.5 hours

Attendee Donations

Encourage your event participants to donate items that are most in need for the Care for You packages. These items are costly and are sometimes low in availability. Most in needed items include deodorant, ChapStick, toothbrushes, toothpaste, dental floss, and period products.

A Wear2Start representative can pick up the items from the event location, and can also share information about Wear2Start on the conference stage or at the registration desk at your event.

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