

Better world.
Better life.
Better past.
Better future.

[Social Enterprise]



Social enterprise builds a better world

It's a broader measure of success.

Triple bottom line; charity; social responsibility; not-for-profit — they all factor 'better' into the equation.

And we've helped many of them do a better job of succeeding.

Sometimes we brand them to communicate their mission clearly. Sometimes we donate our services and expertise. Sometimes we partner to reach our common goals faster. Sometimes we simply fund them.

Short story is we see immediate improvements in our communities, our work places and the lives of our neighbours. We help put mechanisms in place so those improvements last and the next generation inherits a better world.

We all come out ahead.

Our short-run, hand-crafted seasonal hello let friends and clients know that we donated \$1,000 to the Vancouver Food Bank's pantry — a donation that swells to \$3,000 worth of food because of their purchasing power.

Our donation of services to the Commercial Drive Business Society helped them raise \$2,500 for the same social enterprise — the first time a Vancouver BIA has hosted a fund-raiser for the Vancouver Food Bank.

Combined results:
Over \$10,000 in food purchases.

It offers a Helping Hand

Before any social enterprise can succeed in helping others, they need to tell their own story better.

Better branding helps you tell your story. It immediately says who you are and what you do and creates a little memorable space in the hearts and minds of your audience.

We've helped social enterprises clearly define their audiences and deliver their messages through good branding.

Branding that helps doers of good move things along farther and faster.

What a great start!



"It's a nice feeling to be able to make a difference."

Trevor Linden, 'the captain with heart'

Facing page: Self Care — products for independent living; LEAS' campaign initiative — Toxic Free Canada; Terrachoice's EcoBuyer program; Enterprising Non Profits advance social improvement initiatives; the inaugural mark for the Opera Round Table — Vancouver Opera's special group of key funders; Davis Cup charity golf tournament; Ethos Strategy Group — strategic communications for social enterprise; A Dozen Days, A Dozen Ways — join the dialogue about housing solutions; Terrachoice Environmental Marketing — helping grow the world's most sustainable companies.



It Improves Lives

Battered Women's Support Services helps women who have experienced abuse. Through advocacy, training, education, counselling and practical support they work to end violence against women.

Their wealth of information, programs and resources needed to be clearly communicated and easily accessed — without taxing their available operating resources.

The website we developed for them uses a simple content management system that allows Angela and staff to keep the site current themselves.

New and revised publications and other resources actually show up on the site immediately — without pushing to the front of a web developer's queue.

News gets posted while it's still news!

This fresh, clean look, and simple web maintenance system will help them get on with the business of helping others.

*"Outstanding Ian...
I love the new site...
it looks great and we're
amazed at how simple
it is for us to maintain!
Wish we had it years ago."*

Thanks, Angela

Angela Marie MacDougall
Executive Director
Battered Women's Support Services

We received content files late on a Friday and the site went live the following Tuesday with dozens of pages of content and over a dozen publications.

Since then BWSS jumped in with both feet, delighted that they can do it themselves.

bwss
BATTERED WOMEN'S
SUPPORT SERVICES

HOME ABOUT US PROGRAMS TRAINING LAW REFORM RESOURCES NEWS **Help end violence against women**
DONATE | VOLUNTEER

Thirty years of feminist counselling, systemic advocacy, community education and violence prevention

A determined group of women started Battered Women's Support Services in 1979. Over the years, BWSS has grown into a strong and dynamic organization. We continue to provide support and advocacy for women who have experienced abuse, as well as, training and education about violence against women. In 2008, we revised our mandate of systemic advocacy and law reform. As part of the feminist anti-violence movement, our long-term goal is the elimination of all violence against women.

Crisis and intake line
604.687.1867
Business: 604-687-1868
TTY: 604.687.6732

Search

Empowering women, strengthening communities

Donate Now through CanadaHelps.org

Support Groups
The BWSS Women's Support Group Program provides a safe place for women to connect with each other in order to alleviate isolation, share information, raise awareness, heal by developing coping and recovery skills and plan for a life free from abuse. [More](#)

Help End Violence Against Women
BWSS Violence Prevention and Intervention Training Program. 2008-2009 Session is full. [More](#)

Retail Program – My Sister's Closet & MSC 1092
Thrift Fashion + Activism = Fashionism.
A shopping & donating option we can all feel good about. [More](#)

[Contact us](#) | [Download publications](#)

It Helps Solve Big Problems

Homelessness is a big problem.

With the highest housing prices in North America, Vancouver, Canada has reached an affordable housing crisis.



Working with Ethos Strategy Group, we launched Metro Vancouver's Homelessness Action Week in 2006. Since then this annual campaign has helped dispel myths about the homeless — who they are, how they became homeless and the greater cost of not solving this problem.

Our website, stophomelessness.ca shares research, solutions, case studies and success stories. The Events section — originally limited to Metro Vancouver — has expanded to include communities across BC and the Yukon.

Annual campaigns include ongoing site updates, radio and TV PSAs, transit shelter and print ads, media events, and collateral that all drive traffic to the website where additional resources such as posters and teacher's guides can be downloaded for immediate use.

Homelessness.

Together, we can solve it.



A Dozen Days
A Dozen Ways

Take the Community
Challenge to End
Homelessness

The Community Challenge
invites you to join the
conversation and share
your ideas for solutions to
homelessness.

And it Helps Little Ones

2008 was the 15th year for the Davis Cup charity golf tournament.

Since 2003 we have donated our services to brand and promote this event and to thank the sponsors. During that period, they've raised over \$100,000 through corporate and private sponsorships, green fees and silent auctions. These funds have been donated to the Giant Steps program for autistic children, The Canadian Prader-Willi Syndrome Organization, Union Gospel Mission Camp for Kids and City in Focus.

The \$25,000 raised in 2007 sent 85 underprivileged kids to summer camp. In 2008 the \$27,000 raised was split between UGM Summer Camp program and City in Focus. CIF will split funding between Zajac ranch for handicapped children and their Open Wallet Fund which helps low income families afford housing.

The fish in our 2005 promotional animation followed this wayward ball's descent to the bottom of the water hazard.

The final frames read:
"Serious Handicaps!"
"Serious Fun"
"Davis Cup 2005"

That year raised \$21,000 and sent 70 underprivileged kids to summer camp.



SPEIRS & CO. LIMITED
INSURANCE BROKERS



Thanks for sending me to camp!



Through your efforts and kind support, a donation of \$25,000 was made to Union Gospel Mission's "Summer Camp for Kids" which sent 85 kids from low-income families to camp for a week. This experience will build great memories for years to come.

We would like to offer our sincere thanks to all of our sponsors, guests and volunteers who helped us to make the 2007 Davis Cup charity golf tournament our most successful event ever!

Davis Cup  Union Gospel Mission

for sponsorship opportunities, visit:
davicupcharity.com

"You guys were integral to the development of our concept and to the steadily increasing success of our event each year.

Can't thank you enough."

Lance Davis
Davis Cup founder

Davis Cup

Social Enterprise.

We help you do a better job
of making things better.
Let's talk.

604.255.0699

Design HQ

Design HQ Inc.

1740 McSpadden Ave.
Vancouver, BC, Canada
V5N 1L4
T: 604.255.0488

info@designhq.com
www.designhq.com