



WUBS FAMILY  
FOUNDATION



# 2024 **IMPACT REPORT**



## Our Mission:

To foster resilience and well-being by addressing critical needs in our local communities, helping them thrive.

## What We Do

Our areas of focus are:

- **Food Insecurity:** We support initiatives that ensure access to nutritious meals for individuals and families in need.
- **Homelessness:** We invest in programs that provide shelter, resources, and pathways to stability.
- **Health & Wellness:** We champion projects that promote physical and mental health for all.
- **Climate change & Environmental Initiatives:** We advocate for sustainable practices and environmental stewardship to protect our planet.
- **Mental Health:** We back efforts to destigmatize mental health and expand access to essential care and support.

The Wubs Family Foundation is rooted in the belief that addressing these interconnected issues creates a ripple effect of positive change. Together, we can build a future where everyone can thrive.

### *Note from the Wubs Family*

Our purpose at the Wubs Family Foundation is rooted in our belief in the power of community. We know that together, we can create a greater impact than we can alone. In 2024, we were deeply grateful to bring this vision to life. In just our second year, we achieved significant milestones, including a \$75,000 matching donation to the Surrey Food Bank, partnering with the Surrey School Board, and launching a matching campaign with Covenant House Vancouver. These efforts are only the beginning of our journey.

Thanks to the incredible support of our community and partners, the Foundation partnered with over twelve organizations in 2024. We are immensely thankful to everyone who contributed, helping us lay a strong foundation for the future. Our entire team is excited to continue expanding our reach, deepening our impact, and fostering resilience and hope in even more communities across BC.

— The Wubs Family



## 2024 | Our Impact

A **\$75,000 Matching Gift Campaign** with the **Surrey Food Bank** that reached its goal in three days. Over **\$108,000** additional funds were donated.

A **\$50,000 Matching Gift Campaign** with **Covenant House Vancouver** that generated **4,757 gifts** to Covenant House Vancouver and **raised \$768,169**.

Hosted a holiday lunch for over **575 Surrey teachers**.

Worked with the **BC Cancer Society** to host a fundraising event that had over **100 donors** and dignitaries attend.

Added **three** new schools to the **Bright Futures Foundation partnership**, for a total of **nine**.

Supported the High-Performance Cardiac Rehabilitation Research program through SportsCardiologyBC – the first and only of its kind in Canada. This program helps a multidisciplinary group diagnose and treat heart problems in athletes and physically active people before their lives are endangered.

Partnered with the Surrey School District to launch the **Bright Futures Foundation: Empowering Schools, Enriching Lives**. This initiative provides essential financial support to schools in Surrey and White Rock and focuses on creating innovative programs that foster academic excellence while promoting students' personal development and well-being.



*This time of year can be particularly challenging for both students and staff. The excitement of winter concerts, special activities, and changes in routines often leads to some of our students feeling dysregulated, which, in turn, can make these final days of the term extra tiring for our staff. Your thoughtful gesture came at just the right time and brought a sense of joy and connection.*

*We feel incredibly fortunate to have been selected by your foundation. We have exciting plans to transform our sensory room and have ordered some much-needed technology. We look forward to sharing the many ways your donation is making a positive impact.*

**Jen Barker, Principal**  
James Ardiel Elementary

## About Us

The Wubs Family Foundation, established in 2023, is dedicated to addressing the most pressing challenges facing our communities. Inspired by a commitment to creating meaningful change, we focus our efforts on five key areas: food insecurity, homelessness, health and wellness, environmental sustainability, and mental health.

The Wubs family's entrepreneurial roots trace back to 1980 when they started Westland Insurance in Ladner, BC. Since then, Westland has grown to become the largest independent, Canadian-owned brokerage in the country with over 300 locations and 3,500 employees. Driven by a desire to give back, the Wubs family has always believed in investing back into the communities where they live and work. This legacy of growth, community focus, and resilience inspired the creation of the Wubs Family Foundation.

At the Wubs Family Foundation, we believe in the power of compassion and collaboration. By partnering with local organizations, engaging with our communities, and leveraging innovative approaches, we aim to provide sustainable solutions that uplift individuals and help communities thrive.

*We are immensely grateful for your partnership in keeping vulnerable youth healthy, safe, and supported. On behalf of youth, staff, donors, and volunteers at Covenant House Vancouver, thank you for believing in our work and the young people we serve.*

**Jennifer Hall**  
Covenant House







# Thank you!



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Visit us for more information:

[www.wubsfoundation.org](http://www.wubsfoundation.org)