



WUBS FAMILY
FOUNDATION

IMPACT REPORT

2025



A Message from the Wubs Family

At the Wubs Family Foundation, our purpose is simple: to care for people, strengthen community, and create opportunities where they are needed most. In 2025, we were grateful to continue this work alongside dedicated partners who share our belief that meaningful impact happens through compassion, collaboration, and long-term commitment.

This year, education and community support were key priorities. The launch of our Bright Futures Program brought together generous donors and community leaders to raise more than \$400,000 for Surrey students, helping expand access to opportunity and support for young people. A highlight of the year was serving Christmas lunch to more than 550 teachers and administrators, a small gesture of appreciation for those who shape futures through dedication, care, and leadership.

Healthcare also remained a central focus. Through our partnerships with BC Cancer and the Royal Columbian Hospital Foundation, we supported initiatives that advance patient care, strengthen families, and improve outcomes across our province. In 2025, we also deepened our commitment to reconciliation and culturally informed care through funding for an Indigenous Navigator at Sophie's Place Child and Youth Advocacy Centre. This role helps ensure Indigenous children and youth who have experienced abuse receive culturally grounded, trauma-informed support, while helping families build trust and access essential services.

Beyond these initiatives, we were grateful to support many organizations doing vital work, including Junior Achievement BC, Westcoast Kids Cancer Foundation, Raphael House, Ruth & Naomi's, Surrey Memorial Hospital Foundation, Surrey Firefighters Charitable Foundation, Cause We Care, and the Surrey Food Bank, where a \$75,000 matching gift during the holiday season helped expand support for families facing food insecurity.

To our partners, community leaders, and all those working every day to lift others up thank you. Your compassion and dedication make this work possible and meaningful.
With gratitude,

The Wubs Family



**WUBS FAMILY
FOUNDATION**

Our Mission:

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

2025 At a Glance:

- ▯ Organizations supported: **25 organizations**
- ▯ Years of giving: Three years of giving and **over 3 million raised**

What We Do:

Mental Health

We champion projects that promote physical and mental health for all.



Food Insecurity

We support initiatives that ensure access to nutritious meals for individuals and families in need.

Special Projects

We create opportunities through new community engagement like Bright Futures



Climate change & Environmental

We advocate for sustainable practices and environmental stewardship to protect our planet.



Health & Wellness

We champion projects that promote physical and mental health for all.

Houselessness

We invest in programs that provide shelter, resources, and pathways to stability.





BRIGHT FUTURES

THE WUBS FAMILY FOUNDATION

Empowering Schools, Enriching Lives

One of the moments we were most proud of in 2025 was the launch and impact of the Bright Futures initiative in Surrey schools. What began as a shared vision to support students has become a powerful community effort focused on removing barriers, creating opportunities, and helping young people reach their full potential.

Beyond funding, Bright Futures reflects the strength of community. Seeing educators, leaders, and supporters come together was a meaningful reminder that when we invest in those who shape young lives, the impact reaches far beyond the classroom.

“From the moment we stepped into Old Yale Road, it felt like home. Warm smiles, laughter, and kind words reminded us that this school is more than just a building — it’s a place of resilience, comfort, and hope. Many of our students and families face trauma, poverty, and loss, yet our shared vision is to create a safe, welcoming space that brings joy and hope to all. We can’t do this alone. Your generous support through the Wubs Family Foundation helps us turn this vision into real, life-changing action.”

Principal Old Yale Road Elementary

Learn more about the program here: <https://www.youtube.com/watch?v=6ZJv76DQhs>



We believe **every child deserves the chance to succeed**, and Bright Futures continues to be a reflection of what is possible when a community comes together to support its students. We look forward to what’s to come in the future.



How we choose our partners

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. We primarily seek to fund charities with the highest potential for generating social return on investment over the long term.

For more information, visit our website.



“Through the Giving Tuesday matching campaign partnership with the Wubs Family Foundation, an incredible \$88,960 was raised in just 24 hours. In the five days that followed, an additional \$135,000 came in directly because of the match, as supporters continued using the original campaign link to give.

We are deeply grateful for the generosity and leadership shown by the Wubs family. We were truly blown away by both your support and the community’s response to help people facing food insecurity.

Your partnership is making a real and meaningful difference. Thank you again for your compassion and commitment.”

Surrey Food Bank

2025 Partner Impact by Focus Area

Mental Health

- o Take A Hike Foundation
- o Indigenous Navigator Funding: Sophie’s Place

Health & Wellness

- o BC Cancer Foundation
- o Royal Columbian Hospital Foundation
- o Westcoast Kids Cancer Fund
- o Surrey Memorial Hospital

Food Insecurity:

- o Surrey Food Bank
- o Raphael House

Houselessness

- o Cause We Care
- o Ruth & Naomi’s Mission
- o Covenant House
- o Elizabeth Fry Society
- o Zero Ceiling

Environmental Initiatives

- o Ancient Forest Alliance
- o Big Life Foundation

Special Projects

- o Bright Futures
- o Coco Cafe
- o Junior Achievement BC
- o PALS Autism Society



About Us

The Wubs Family Foundation, established in June 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 honoured to recognize the Wubs Family Foundation for their incredible support of the new, second BC Cancer centre in Surrey. Their generosity is helping bring world-class cancer care and research closer to home for families across the Fraser region. The new centre will feature advanced PET/CT imaging, as well as a purpose-built theranostics research space and MRI-guided brachytherapy — both firsts for B.C. With their partnership, this centre will transform cancer care and research when it opens in 2030, offering life-saving advancements shaped by and for the community it serves. Thank you, Wubs Family Foundation, for stepping in where the need is greatest and helping create a healthier future for all British Columbians.”

BC Cancer Foundation



Thank you!



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Visit us for more information:

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Contact Us, find us on LinkedIn, or visit our
website for more information.

