



Junxion launched an employee-driven community investment program for **BC Housing** that saw a **300% increase** in the volume of donations.



Case Study: BC Housing



BC Housing

partners, other levels of government, health authorities, and community groups to increase affordable housing options for British Columbians in need. Approximately 95,000 households benefit from government-subsidized housing.

BC Housing is the provincial crown agency that develops, manages, and administers a wide range of subsidized housing options. They partner with private and non-profit

“ Junxion brought their expertise to what we believed to be a rather unique set of priorities. This year, our engagement scores were the **highest ever**, and this program definitely contributed to that result.”

Robin Sauvé, former Director of Employee Engagement, **BC Housing**

> View online



Employee involvement and support are key ingredients to the success of Community Connections. Every two years, employees identify the BC Housing investment “pillars,” which are intended to guide their investment and generate more impact for communities in BC.

The Business Challenge

BC Housing was challenged by a lack of employee engagement in its community philanthropy strategy and lacked a cohesive strategy tied to the agency’s core business.

How We Helped

To both increase HR employee engagement and fundraising, Junxion Strategy helped BC Housing develop *Community Connections*, an employee-driven community investment program. It binds BC Housing’s values and business objectives with an expanded range of fundraising and community engagement activities such as a donations drive, employee fundraising activities, and employer supported volunteerism.



An Employee-driven Community Investment Program

Employee involvement and support are key ingredients to the success of *Community Connections*. Every two years, employees identify the BC Housing investment “pillars,” which are intended to guide their investment and generate more impact for communities in BC. In developing the overall strategy, Junxion also created the program’s brand identity, including launch materials and an employee website.

▶ Measuring Success

In the three years since they implemented the new strategy, BC Housing has seen a dramatic rise in HR employee engagement in their corporate giving program, including a more than 300% increase in the volume of donations. The program generates more impact for communities in BC and has deepened BC Housing’s reputation as a progressive and positive member of the community.

