

IMPACT REPORT 2024



Be Local is Calgary's network for impact-driven business. In 2024, we united 150+ entrepreneurs under one mission: profit with purpose. No one else does this better!

Throughout the year, we hosted networking events, including two co-hosted with our new partner Alberta Living Wage Network (ALWN). These events provided a platform for businesses to connect, collaborate, and discuss the importance of supporting fair wages to build stronger, more sustainable communities.

Our most impactful initiative was the Problem Weekend Intensive, a pilot program designed to help small businesses address their most pressing challenges through a focused, immersive experience. This innovative approach proved to be highly successful, equipping participants with practical strategies and solutions.

Our Impact Learning Series also played a key role in amplifying local voices by delivering bite-sized videos that featured local business stories, impact highlights, and professional tips. These videos served as an accessible way to share insights and inspire our community.

Additionally, MasterGroup5, soon to be renamed "The Impact Sandbox", provided a dedicated space for small business owners to meet regularly, share progress, and work toward achieving their most ambitious goals.

Overall, 2024 was a year of bold ideas, strong connections, and transformative insights. Be Local remains committed to fostering a vibrant, supportive community where businesses thrive by making a positive impact.





Stronger Together:

A Year of Local Impact & Engagement



Mar
14

At our networking event at Butter Block & Co, two remarkable women entrepreneurs shared how their cultural backgrounds shaped their journeys. What made it truly special was watching them learn from each other while the audience learned from both—a powerful example of the peer learning that's central to our work.



May
15

Hosting our networking event at Righteous Gelato—B Corp Frozen Dessert Brand company—brought values-driven business to life. The space reflected Be Local's values, sparking genuine connection and meaningful dialogue, and reminding us how the right environment can truly inspire and ground our work.



Alberta
**LIVING
WAGE**
Network

July
10

What's a living wage? In Calgary, it was \$24.45/hour in 2024—enough for rent, groceries, transit, and a life with dignity. We partnered with ALWN, who calculates rates and certify employers. 45% of our network pays a living wage, and that number is growing. Together, we're helping redefine business in Alberta. Learn more at livingwagealberta.ca.



Aug
6

Held at Highfield Regenerative Farms, a space dedicated to regenerative agriculture and community stewardship, this was an inspiring evening of community, connection, and learning. It featured live music, Village Brewery's non-alcoholic beer, and Arepas Ranch food truck. Three social entrepreneurs shared insights, and received support from the audience through our Truth Talks format, designed to foster peer support and collaboration.



Sep
8

The Problem Weekend Intensive was a highlight of our year, held at HipCamp's Best All-Around riverside campground near Drumheller. Business owners tackled challenges overlooking the hoodoos, grounded themselves through meditation and the river, and shared a blessing and bannock with an Indigenous elder. It was a powerful weekend of learning and community.



Oct
31

The Impact Learning Series produced over 30 short videos aimed at inspiring and supporting purpose-driven ventures. The ongoing series includes:

- introductions to local impact-driven ventures
- tips on business strategies and improving impact
- inspirational stories from entrepreneurs

To watch the videos, visit our **Be Local YYC - YouTube** channel.



Nov
19

Our pre-holiday networking event at Prairie Dog Brewing offered a warm, relaxed space for entrepreneurs to connect over craft beer and conversation. Known for their strong commitment to diversity and inclusion, Prairie Dog creates a barrier-free, welcoming environment for all—making it the perfect place to foster community and connection.

Be Local Insights from 2024

Network with Purpose



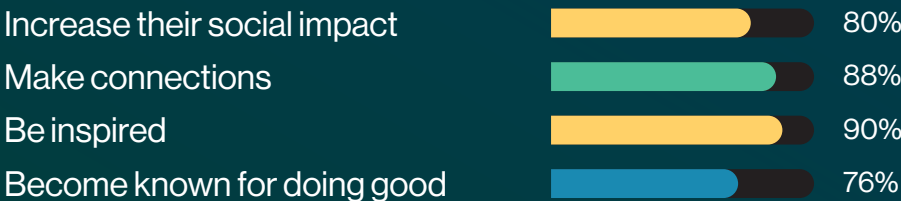
Impact Story

When it came time to start thinking about expanding my team, I knew that I needed to feel good about the wage that I was offering people. Through the Be Local organization, I became aware of the Alberta Living Wage Network, and it planted that seed in my head. I didn't even really understand what paying a living wage meant. They take a basket of goods and calculate what someone living in Calgary would have to earn to be able to afford this basket. It includes transportation, food, basic housing, etc. So, I use their calculated living wage for Calgary, and I round it up a little more and that's my starting hourly wage that I'm guaranteeing to my team.

Adrienne Furrie Prête Studio



Be Local helped our community to:



What can Be Local do for you?

1

Connections

"I've thoroughly enjoyed the connections I've made and the events I've been able to attend. I highly value being a part of like-minded entrepreneurs in Calgary with such a focus on local and value-based businesses".

Claudia Tecuceanu, Claudia T. Photography



2

Learning

"My experience with the Be Local Network this year has been deeply enriching. I've loved being inspired by the creativity and cultures of community, and the fellowship with a diverse group of brilliant individuals who genuinely care about making an impact. Be Local has not only fostered meaningful connections but has also provided opportunities for skill development, empowering me to move forward with courage and confidence in my work and community contributions".

Natalie Wynn-Dempsey, Little Wonders Early Literacy Music & Play Program



“

Be Local is a powerful network which has had a real impact on my business. The difference comes from being able to connect with value driven businesses, as well as being supported to move my business forward in an impactful way.

Leah Fink All Thrive

”

3

Exposure

"Through Be Local, I learned about many other businesses and their stories, as well as how to create a social impact. Be Local is like a good friend, introducing you to all of their good friends".

Mehrzaad Afshari, Hermana Chocolate



4

Collaborations

"The project I did with your organization inspired me and was a boost to understand my entrepreneurial, creative ability to hold space for entrepreneurs at another level. Since then, Alycia and I have partnered and done several wellness collaborations for the community. On top of that through my clinical practice at Modern Alchemist in Bridgeland, I have been able to support entrepreneurs for their well-being and understand their underlying issues".

Sachin Sudra, Yoga ATTC



5

Impact

"Be Local is a great organization where you can meet great people and learn more to help you and your business succeed. Whether you are looking for mentorship, networking, or resources, Be Local can help your business make a bigger impact on the environment and your community".

Greg Mroczek, The Condo Co.



Connect, collaborate and create change!

Join us!



Be Local YYC



belocal.org



@belocalyyc



WANT TO GROW YOUR IMPACT?

What to expect?

Be Local is hosting Social Venture Institute: Alberta to bring together changemakers who are tackling big social and environmental problems.



This is a space where leaders:

Collaborate with Like-Minded Entrepreneurs

Surround yourself with people who care about impact as much as you do.

Work on Real Business Challenges

Unlike passive conferences, SVI Alberta is interactive. Bring a challenge you're facing, and get real-time advice from peers and mentors.

Learn from Impact Leaders

Hear directly from successful social entrepreneurs who have grown businesses that make a difference.

Recharge & Gain Clarity

This is a chance to step away from day-to-day operations and refocus your vision.

Learn about our Indigenous culture

Immerse yourself in the breathtaking Métis Crossing

This is the event that helps small businesses grow stronger, smarter, and more impactful. If you're ready to take your business to the next level, join us at SVI Alberta!



If you're looking for an experience that brings both the technical, and the why. Financial discipline and spiritual discipline. The chance to dig deep with people who live and work in Alberta who are tackling big problems with matching courage. To break bread with values driven people who are not afraid of learning and listening. If you want to be inspired in these ways, the SVI Alberta team will usher you through a curated Albertan experience like no other.

Jack Goodwin, Vacant Lots Farm Club



Date: **Oct 2-4, 2025**



Location: **Métis Crossing**

svialberta.belocal.org

Get your
tickets
now!

