



**BRICK BY BRICK**

**BUILDING MEANINGFUL INCLUSION**

Pacific Autism  
Family Network

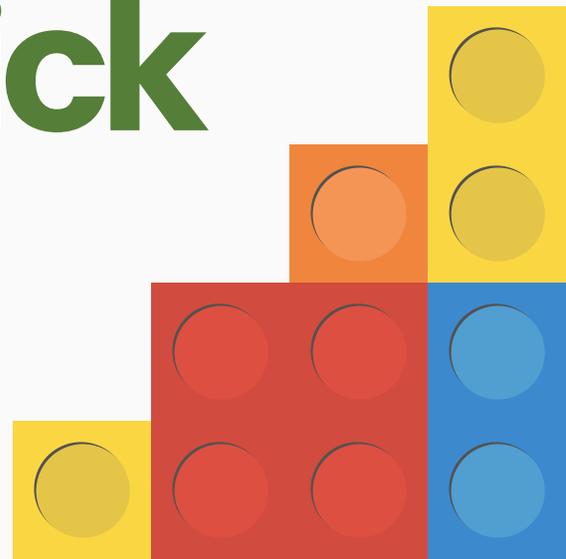
**pooni group  
foundation.**

**PRESENTED BY:**

**rennie**  
foundation

**THIRD.SPACE™**

# 2025 Brick-By-Brick Impact Report





# About Brick-By-Brick

Brick-by-Brick - Building Meaningful Inclusion is an initiative created by Pacific Autism Family Network (PAFN) and Pooni Group Foundation to garner friendly competition between architects and developers to raise money for PAFN and its programs across British Columbia.

## About PAFN

Pacific Autism Family Network (PAFN) is a network of support for Autistic and otherwise neurodivergent individuals and their families. PAFN has spokes across BC with each location offering a variety of tailored resources.

## About Pooni Group Foundation

Pooni Group is an urban planning and communications company, based in Vancouver, BC. Their Foundation was created to help the communities in which they work – helping locally based causes, charities, and non-profit organizations. The Foundation is an extension of Pooni Group and their values. Their mission is to forge on-going relationships with some of the region's most amazing community partners.

# Competition Review

Brick-by-Brick is the only competition of its kind in Canada. It was recognized widely across social media, featured celebrity judges and political leaders, and was showcased at the Vancouver Convention Centre. The event brought the community together, celebrated BC's creativity and history, and highlighted the incredible talent and imagination of all participants.

**160,000**

people reached on social media (Instagram, Facebook, LinkedIn & X)

**\$ 40,000**

raised for Pacific Autism Family Network.

**50**

PAFN participants funded through workplace and social skills development programs.





# Impact On PAFN

## The \$40,000 raised through Brick-by-Brick will go towards:

- Program delivery and growth
- Specialized staffing and training
- Accessible facilities and spaces
- Community programs, events, and partnerships

## Why it matters

This funding will directly support Canada's only purpose-built centre for autism, providing services for individuals and families across the lifespan.

From inclusive daycare to employment training and life skills, this support allows PAFN to continue to deliver programs and partnerships that foster connection, belonging, and opportunity.

## Reaching across British Columbia

From our 60,000 sq ft Richmond hub to provincial spokes, this support allows PAFN to meet growing demand across the province.

# Media Attention

# 160,000

## Social media impressions

Over just 5 months, Brick-by-Brick generated **160,000 organic impressions** on social media, with even greater reach through partner posts, including coverage from **Western Living** and **Vancouver Magazine**. From collaborative graphics to interview-style videos featuring our participants, Brick-by-Brick became PAFN's **most successful social campaign** of the year.



# External Media Attention

## Article on Victoria News



**Award-winning Lego replica finds a home at Greater Victoria tourist attraction**

Young Architects of Change build Malahat SkyWalk brick-by-brick

— Victoria News / Dec 23, 2025

## Feature on Global News Morning



## Feature in Vancouver Magazine & Western Living Magazine



**Pacific Autism Family Network Launches LEGO® Landmark "Brick-by-Brick" Design Challenge**

What do LEGO® bricks, B.C. landmarks and meaningful inclusion have in common? The 2025 Brick-by-Brick Design challenge

■ Vancouver Magazine / Jul 16, 2025



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# Public Display

Every Brick-by-Brick submission was transported to the **Vancouver Convention Centre West** for the annual LAUNCH Holiday Luncheon, where they were displayed for **700** government, business and community leaders.



# Thank You Message

“ Thank you all for your incredible support and dedication to this new project. ”

Brick-by-Brick has been a meaningful and creative way to bring our community together for a great cause, while deepening our commitment to meaningful inclusion. The funds raised directly support the daily operations of our amazing programs, including Learn 4 Independence, Paper Planes Café, Little Pilots Inclusive Daycare, and JET. We are so grateful for everyone who helped make this possible and we can't wait to see what this year brings as we continue building together.

- **Bailey Stam, Co-Executive Director of PAFN**



# What's Next?

The 2026 Theme is...

## Iconic BC Moments

We're talking the 2010 Vancouver Olympics. The completion of iconic structures that reshaped the landscape of our province. The 2026 FIFA World Cup.

But this challenge goes beyond recreating landmarks or infrastructure. We're asking participants to tell a story. Each submission should capture the feeling of a moment in time, something that sparks emotion and transports the viewer back to a specific day, place, or memory.

In other words, don't just build the structure, bring the moment to life.



# PAFN Needs Your Support

PAFN needs your continued support in order to continue serving neurodivergent individuals across BC.

If you're interested in participating again next year, we'd love to hear from you. We welcome feedback, ideas, and expressions of interest as we begin planning for next year's competition.

If you are ready to lock in your iconic BC moment, click the link below to review rules and register your team to receive an early bird discount!



**[Register for 2026](#)**

## Contact us



Lisa Parent, PAFN Communications Manager



[lisa@pacificautismfamily.com](mailto:lisa@pacificautismfamily.com)



(604) 207-1980 ext. 2047