



GROUP



Vancouver Island social enterprise launches for-profit corporation and charitable giving directive

4VI evolves to an ecosystem-based social enterprise model, further benefiting residents and communities

July 8, 2024, Snuneymuxw Territory (Nanaimo, BC) – 4VI is evolving its social enterprise model to include its tourism non-profit, a charitable giving directive, and a for-profit corporation, all forming the 4VI Group.

4TVI, the long-standing regional organization, will continue to operate as a non-profit corporation that supports the needs of communities and tourism businesses through government-funded work in the Vancouver Island Region. This organization will continue to work directly with the Ministry of Tourism, Arts, Culture and Sport, Destination British Columbia, Indigenous Tourism BC, the BC Regional Tourism Secretariat, destination management organizations, and other community contributors to steward the region.

Launching alongside its two partners, 4EVER Strategies Inc. is a for-profit corporation that delivers sustainability, storytelling, and strategy services for its clients. The corporation was conceived through a series of dialogues with current and potential clients, partners, First Nations, and the 4VI Group Board of Directors. 4EVER will include community clients such as Tourism Cowichan and Tourism Ucluelet in the Vancouver Island Region.

As part of the 4VI Group, 4GOOD, the new charitable giving directive, further aligns to the mission of ensuring that travel remains a force for good for Vancouver Island – forever. 4GOOD will continue to build toward the 4VI Group's 2030 goal of contributing \$10 million back to the residents of the Vancouver Island Region. The directive will function to monitor, measure, and distribute contributions while increasing opportunities for partnerships and growth.

"This is an exciting day for the 4VI Group. After successfully shifting our governance and delivery model to a social enterprise in April 2022, we continue our path towards the expansion of our services and define a new way to give back," said Janet Docherty, Board

Chair, 4VI Group. “We were also methodical in our planning for this new evolution, ensuring that we met the needs of our long-standing relationships and our future work beyond Vancouver Island. I couldn’t be more proud.”

As one of the first contributions to 4GOOD, a \$5,000 donation has been made by the Tourism Industry Association of British Columbia to the North Island Marine Debris Removal Project which engages tourism businesses, visitors, and residents in the removal of marine debris from beaches in the Vancouver Island North Region.

Learn more about the 4VI Group at forvi.ca.

About the 4VI Social Enterprise Group

The 4VI Group has a mission to ensure travel is a force for good — forever. Headquartered on Vancouver Island, the organization takes a holistic approach to its work through the use of four pillars of social responsibility: businesses, communities, culture, and the environment.

The 4VI Group is a creation of three entities: 4TVI, a non-profit corporation that supports the needs of communities through government-funded work in the Vancouver Island Region; 4EVER Strategies Inc., a for-profit corporation that delivers sustainability, storytelling, and strategy services for clients; and 4GOOD, a charitable giving directive to help increase contributions back to the Vancouver Island Region.

Learn more at forvi.ca.

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