COMMUNITY INVOLVEMENT

The power of play: BLG comes together for United Way Centraide

Every year, our offices come together to support vital programs and make a difference in the lives of those in need in our communities through United Way Centraide, a testament to the strength and generosity of our firm members across the country.

This year's campaign was all about bringing people together through fun, games and a healthy dose of friendly competition. After a lively three-week fundraising cycle, the collective efforts of BLG firm members and alumni raised over $600,000 for their local United Way Centraide chapters.

From Vancouver's United Way Games and scavenger hunt, and Montréal's lively casino-themed events to Ottawa's rounds of virtual bingo and the annual carnival filled with homemade treats and friendly competition, BLG team members embraced camaraderie to support United Way Centraide through engaging activities that brought colleagues together for a good cause.

In both Calgary and Toronto, BLG team members tackled impressive stair-climbing challenges to support United Way. Team members in Toronto climbed the 1,776 steps of the CN Tower for United Way Greater Toronto's ClimbUP event, while their colleagues in Calgary enthusiastically took part in the StairWay Challenge, which invited participants to do several loops of the five-floor staircase at the Calgary office. These events turned fundraising into an opportunity for connection and collective achievement, reinforcing the campaign's theme of camaraderie.

Throughout the campaign, the focus was on relationship building, laughter and teamwork. By turning fundraising into a celebration, BLGers showed that making a difference can be as fun as it is meaningful. The spirit of play brought colleagues together and amplified the impact this campaign has on those in need.