

For Immediate Release

## Surrey Company Redraws the Blueprint for Charitable Giving

**June 24, 2013 — Vancouver, B.C.** — It is no secret that the appetite for socially focused organizations is growing. The longevity of an organization is as heavily weighted on your product or service as it is on the elements that comprise your value system. Brian De Jaegher, President and owner of Surrey-based [Raven Hydronic Supply Ltd.](#), a specialized heating equipment distributor, knows this all too well. As a company, each of his employees value and understand the importance of education and how it directly affects their livelihood.

After reading an article in the Vancouver Sun featuring John Wood, Founder of [Room to Read](#) — a global non-profit that builds schools and libraries in the developing world — Brian was inspired to read John's first book, *Leaving Microsoft to Change the World*. Humbled by the story and moved by John's simple yet ingenious solution to a global crisis, Brian reached out to Sharon Davis of Room to Read Vancouver to establish a partnership. He shared a compelling idea that would support the organization's goal of educating the world's children.

Brian is reaching out to Raven's global network of vendors and is organizing a campaign that has the potential to revolutionize the approach to corporate giving. Raven is asking their vendors to provide one discount on one order per year.

Brian explains, "They provide a sales discount on our order, of which we record, match and donate the combined funds to Room to Read. With some orders being quite substantial, it's easy to see how even a small percentage can make a difference."

Raven has already started campaigning and is ecstatic by the level of support they are receiving. De Jaegher shared that one major vendor, said, "You're taking a very entrepreneurial approach to giving. There has never been a better reason to give a discount." Shocked by how few organizations are connected to philanthropic initiatives, De Jaegher believes this model can be applied by any profitable business.

"Our goal is to build 1-2 schools per year." Brian muses, "I connected with one statement John made in his first book, "If I learned one thing at Microsoft, it's to think big."

For more information about Raven Supply's fundraising model or Room to Read, please contact:

Sharon Davis  
Chapter Leader, Room to Read Vancouver  
[vancouver@roomtoread.org](mailto:vancouver@roomtoread.org)  
[www.roomtoread.org](http://www.roomtoread.org)

### **About Raven Hydronic Supply Ltd.**

Raven Hydronic Supply Ltd. is a specialized company dedicated solely to the distribution of commercial and industrial hydronic, steam & venting products in British Columbia & the Yukon.

### **About Room to Read**

Room to Read is a global non-profit organization seeking to transform the lives of millions of children in the developing world by focusing on literacy and gender equality in education. Founded on the belief that World Change Starts with Educated Children, Room to Read works in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading

among primary school children and to ensure girls have the skills and support needed to complete their secondary education. Since 2000, Room to Read has impacted the lives of more than seven million children in Asia and Africa and aims to reach 10 million children by 2015. Learn more at [www.roomtoread.org](http://www.roomtoread.org) or email [vancouver@roomtoread.org](mailto:vancouver@roomtoread.org).