

Beacon Community Services History: What's in a name!

2024 marks Beacon Community Services' (BCS) 50th year of service - Helping People, Empowering Communities, Improving Lives. In this article we explore how Beacon got its name and how its branding has evolved.

How did Beacon start? Well, in 1973 a group of concerned citizens formed the Citizens Advisory Committee. The Committee, chaired by retired Major General James Tedlie, planned to coordinate social services in the region. Shortly after it was formed, the provincial government requested that communities establish Resource Boards with the mandate to plan and administer community-based social services that met the identified needs of its community. In response, the Citizen Advisory Committee drafted a constitution and registered the *Saanich Peninsula District Community Resources Society* under the Societies Act on April 24, 1974. Isn't that a mouthful! Although the Advisory Committee members remained strong supporters of the new agency, they did not join its management team. Instead, they called a public meeting in May 1974 to raise awareness of the new Society, with the first meeting of members held that August.

NOTICE TO MEMBERSHIP of
Saanich Peninsula District Community Resources Society there will be a meeting held in the office of
Department of Human Resources,
City Hall Sidney, August 13, 1974 32-1

Evolution of the Society's Name

But that's not what it's called today! That's right, its name evolved as the agency evolved. Here's what happened.

In 1977, based on the recommendation of Judge Douglas Campbell of Family Court, the concept of an "umbrella" philosophy emerged as a way for an agency to present its services to the community it served. In response, on March 15, 1977, the *Saanich Peninsula District Community Resources Society* officially changed its name to *Peninsula Community Association*.

As the variety of services evolved, management decided a new name was needed that placed more of an emphasis on "services". At the 1998 Annual General Meeting (AGM), the membership approved a name change to *Peninsula Community Services*.

And, as the agency continued to grow, its service delivery area expanded beyond the Peninsula to include the Gulf Islands in 1996, Saanich in 2002, and Victoria in 2006. To complement this expansion, at the 2005 AGM a name change to *Beacon Community Services* was approved. The word, Beacon, was chosen as it best reflected the



agency's purpose – *a source of light or inspiration, a way to illuminate a safe path, to act as a guide through difficult territory.*

On January 11, 2007, the Society officially registered a new name, *Beacon Community Association*, but continued doing business as Beacon Community Services, a name that was better known to their partners, communities and the people they served.

Society's Vision

Over the years, Beacon used different statements to define its long-term goals and aspirations.

1. People Helping People on the Peninsula

The first evidence of the use of this statement was in the July 1st 1982 parade; however, it makes sense that it was used before that, as it aligns with the rationale behind the 1977 name change to Peninsula Community Association.

2. People Helping People & People Helping People to Help Themselves

From 1982 to 2014, Beacon alternated between these two statements. Both statements had been used by the Saanich Peninsula Guidance Association since its founding in 1972. Since the initial founding of Beacon there had been very close ties between the two organizations, sharing Board members and office space. Beacon adopted these statements after the September 1, 1982 amalgamation with the Guidance Association.

Based on a memo written on June 15, 2010 by then Board Chair Dawn Fyke to the Board of Directors, there were ongoing internal discussions regarding the pros and cons of each statement. "People helping People" can imply simply providing charity, while "Helping People to Help Themselves" builds ongoing strength. An example is the difference between "giving a person a fish" and "teaching a person to fish".



3. Helping People...Improving Lives

In 2014, to mark its 40th year of service, Beacon adopted a new Vision statement. This statement acknowledged the commitment of Beacon's staff, volunteers, partners, donors and funders who together formed a remarkable community dedicated to helping people and improving lives.

4. Helping people. Empowering communities. Improving lives.

In January 2022, Beacon refreshed its Vision statement to better reflect its objectives and the essential role that communities play in shaping and achieving them. The decision came after an extensive consultation process and thorough review of community needs.

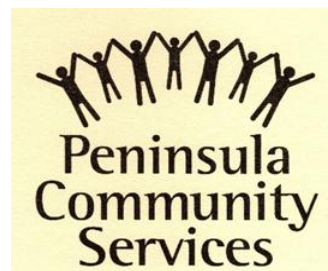
Society's Logo

Logos provide a "first impression" of the organization, and instant recognition, and, over the years, Beacon has used different symbols or logos as a way to communicate what it does.

1. To mark its 20th year of service, Beacon established its first logo in 1994. This logo conveyed that Peninsula Community Association (PCA), as Beacon was called at the time, involved "people helping people" delivering an umbrella of services for clients of all ages, helping to brighten their day.



2. In spring 1998, the logo, shown below on the left, came into use. It reinforced the message of working together to provide services for clients of all ages. In spring 1999, this logo was updated to reflect the new name.



Lighting the way for 50 years

3. In spring 2002, the logo, shown below on the left, came into use. It presented a more stylized way of expressing the focus on people and communities. In 2005, this logo was updated to reflect the new name.



Over the years, the logo was presented using different colours; however, in 2013, the colours were standardized, as shown in the logo on the left. In 2014, the logo was updated to include the new vision.



4. To acknowledge its 50th year of service, Beacon established a new tagline on January 25, 2024. "Lighting the way for 50 years". This tagline acknowledged five decades of unwavering commitment to making a positive difference in the lives of those it served.

Tricia Gueulette, CEO at the time said, "The tagline encapsulates the essence of our journey – illuminating paths, fostering connections, and guiding individuals and families towards a brighter future. It symbolizes the light of hope, compassion, and support that Beacon has consistently provided throughout its rich history."

On March 6th, Beacon rolled out its new logo to further reinforce the vision.



Society's Values

Over the years, Beacon has published its core values; values that guide every decision the society makes.

1. In 2009, Beacon established core values for the first time: Dependability, Responsiveness, Integrity and Volunteerism.

Dependability

- do the right thing
- be financially accountable
- think of the longer term future
- ensure client, worker, volunteer safety
- practice prudence

Responsiveness

- input from stakeholders
- assess needs
- forward thinking
- consistent and responsive
- innovative
- decisive

Integrity

- ethical actions
- open governance
- trust
- judiciousness
- accreditation

Volunteerism

- community responsibility
- community engagement
- value of volunteerism to volunteers
- value of volunteerism to community

2. As part of the celebration of 40 years of service, Beacon refreshed its core values based on the acronym DRIVE: Dependability, Responsiveness, Integrity, Volunteerism and Excellence.

Dependability

- Financial accountability
- Sustainable services and organization
- Ensure client, worker, volunteer safety
- Practice prudence

Integrity

- Ethical actions
- Equity and fairness
- Open governance
- Trust
- Judiciousness

Volunteerism

- Community responsibility
- Community engagement
- Value of volunteerism to volunteers, complemented by excellent staff
- Value of volunteerism to community

Responsiveness

- Responsive to all stages of life
- Engagement of staff and volunteers
- Assess needs
- Forward thinking
- Consistent and responsive
- Innovative
- Decisive
- Client centred

Excellence

- Premier quality services and supports
- Committed and engaged staff
- Environmental stewardship
- Continuous quality improvement
- Measured and recognized for quality



3. In 2022, after an extensive survey of staff, volunteers, clients and partners, the feedback was that *We CARE* better exemplified Beacon's approach to delivering services and programs. Accordingly, the Board confirmed new CARE values, representing Compassion; Accountability; Responsiveness; and Excellence.

VALUES: CARE	
Compassion	Accountability
<ul style="list-style-type: none"> • Care for people through all stages of life • Community enrichment through volunteerism • Respectful, inclusive, & kind • Enrichment of volunteers' lives through volunteer opportunities 	<ul style="list-style-type: none"> • Prudent stewardship of all our resources • Commitment to client, staff & volunteer safety • Sound environmental stewardship • Effective governance • Trustworthy & ethical practices
Responsiveness	Excellence
<ul style="list-style-type: none"> • Client-centred • Engaged with community, partners & funders • Constant evolution & successful adaptation to changing circumstances • Consistent, respectful, fair & equitable • Responsive to community needs, clients, & opportunities to serve 	<ul style="list-style-type: none"> • Innovative, decisive organization, recognized & sought out for the work we do • Accredited for quality & committed to continuous improvement • Sustainable, premier quality programs, services & supports • Committed, engaged, supported staff & volunteers

