

Make your corporate giving count for more

The Lotus Building: A new funding model for charities

Giving to the community, giving to worthy charities, has become part of your organizational culture. Perhaps your organization even has a foundation, or an executive in a corporate social responsibility role.

Supporting causes that matter to your business can boost workplace morale and productivity. In a crowded marketplace, a sincere philanthropic commitment can be a meaningful competitive differentiator.

You want to make that charitable budget stretch further, but how?

Free worthy causes of their annual scramble for dollars

Many worthy charities are trapped in a perpetual fundraising mode to ensure they have sufficient cash to see them through their next fiscal year. It is demanding, distracting and expensive.

But it doesn't have to be this way.

Canadian entrepreneur and philanthropist Dr. Mohan Vijay has come up with an innovative, self-sustaining funding model to address the problem – The Lotus Building.

These mixed-use developments would be located wherever there is sufficient investor and market interest and operate on a not-for-profit basis. Net profits would be donated to charity. Lotus Buildings could be used for almost anything depending on local market needs: a convention centre, a retail space, commercial office space, condos or some combination thereof.

Investing in this project would be an act of philanthropy that would keep on giving. A single up-front investment, or even occupying the space as a tenant, could generate charitable returns for years to come.

A powerful symbol

Why the form of a lotus flower?

The lotus is a powerful symbol for strength, purity and persistence. It also represents awakening, spiritual growth, and enlightenment.

While such a design would push the boundaries of architecture and engineering, Dr. Vijay is confident it can be done. In fact, as shown in the photos, HDR, an international architectural firm, has already created renderings and a design.

“The Lotus Building would not only support worthy causes, it would also create jobs and add to the local economy,” Dr. Vijay said. He has so far committed more than \$1 million of his company's profits to the Lotus Building project. In fact, his company, VLN Advanced Technologies, is setting a standard for other corporate citizens to follow. After persisting for 13 years as a cash-starved startup, VLN secured a major deal with Pratt and Whitney USA, a subsidiary of United Technology Corporation, for its forced pulsed waterjet technology in 2011. Since then, VLN has donated the bulk of its net profits to charity.

Through his VLN Reach Foundation, Dr. Vijay supports numerous causes, including the Make A Wish Foundation, the Ottawa Hospital Foundation, the Ottawa-Carleton Association for Persons with Developmental Disabilities, Partners in Health, Propeller Dance, Dalit Freedom Network-Canada, OrKidstra, CanUgan and Executives Without Borders.

This article was first published in the enRoute Magazine of Air Canada.



CANADENSIS (www.canadensisgarden.ca)

“**CANADENSIS**” is a name chosen for the National Garden that CBGS (Canadensis Botanical Garden Society) is planning to open in 2017 in OTTAWA on a designated land within the beautiful central EXPERIMENTAL FARM. “CANADENSIS” is a Latin word (used in Botany) which means “of Canada”

CANADENSIS is a garden with a “difference.” It is a garden focused on environmental sustainability. It is a garden that is a reflection of all things Canadian. It is a garden that is a window, a reflection on our beautifully diverse landscapes.

Year 2017 is the 150th Anniversary of Canada. A unique opportunity to provide a lasting legacy for all Canadians, a **SHOWCASE** of Canada's landscapes, our nation's accomplishments in the related fields of agriculture, aboriculture, horticulture, public art and landscape design excellence.

CANADENSIS - VLN TECH (www.vln-tech.com) RELATIONSHIP:

At this time **CBGS** is actively working on developing a shared **VISION** with **VLN** with the purpose of incorporating Dr. Vijay's **DREAM** within the Canadensis Botanical Garden. We believe that the Lotus building is magnificent, dedicated to humanitarian causes. We believe that it can be located within an **EXTRAORDINARY** piece of land, the **CANADENSIS** garden site, possibly in the International Garden Section. What we have is the potential Synergy of two **Distinct Visions** coming together to **CREATE** a **UNIQUE, WORLD-CLASS DESTINATION** that will ultimately present to the **WORLD** the **VALUES** that are so **FUNDAMENTAL** to all **CANADIANS**.

We urge all investors to come forward and share our vision.



To learn more about the Lotus Building,
please call Willie Bloom at 613-747-0107 ext. 107,
visit www.vln-tech.com or email lotusbuilding@vln-tech.com.