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BY AMANDA STREET
 STAFF

It's rare for a business to have a long-term goal of giving away money each year, but at Jordan Engineering, the 20-year plan involves being able to donate \$1 million a year to charitable organizations.

It's called a "big hairy audacious goal" and it was decided during a management retreat to Algonquin Park in the fall, said Sandra Murre, CEO and founder of the Beamsville-based engineering business which employs 18. Charity is a core value of the company that Murre, a lifelong entrepreneur, started in 1999. One third of the company's profits are donated to charity each year — 80 per cent to four core organizations with the remainder being distributed to smaller charities that are close to the hearts of employees or clients. It's a circle of giving that starts with customer satisfaction.

"If the client is satisfied, then that means we did a very good job," said Murre from the boardroom of Jordan Engineering headquarters, in a former schoolhouse on Mountainview Road which is shared with Niagara Presents. "Because we do a great job, we get more business. And when we get more business, we earn more profit meaning we can give more to charity."

It is change that encouraged Murre, who graduated from the University of Waterloo with a degree in engineering in 1995, to open the business in the first place.

"I started this company as a source of employment for myself, but also because I wanted to create change," said Murre, who started her first business by offering private swimming lessons at age 12. "I could have just continued working for someone else to support my family but one of the main values at Jordan Engineering is to inspire change and make the world a better place."



Sandra Murre, second from right, will be honoured at the Niagara Entrepreneur Awards Feb. 18 for her community spirit. Her business, Jordan Engineering donates one-third of profits to charity, including the West Niagara YMCA, which her family donated \$250,000 earlier this year. Pictured are Niagara West-Glanbrook MP Dean Allison, Rob and Sandra Murre, and YMCA of Niagara CEO Steve Butz.

Engineers of Community spirit

Sandra Murre's Lincoln firm honoured for giving back

Murre and her business are doing that one year at a time, working their way up to being able to give away a million dollars in the next 10 to 20 years. Last year Murre, along with her husband Rob and two children, pledged \$250,000

to the YMCA of Niagara's Together We Can Build a Better Community campaign for the Niagara West YMCA.

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