

2021
IMPACT REPORT

20



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**LEARN FROM
YESTERDAY,
LIVE FOR TODAY
AND HOPE FOR
TOMORROW**

— ALBERT EINSTEIN

If 2021 had been an emotion instead of a year, it would have been called “Hope.”

After the tailspin that 2020 sent us in, the globe was left collectively clamoring for the Before Times—eager for the new year to bring a return to our old lives.

Fast forward to today, and we are all fully aware that 2021 wasn't a portal to the past. But that doesn't mean the year was a bust. Far from it! Very bright spots parted the clouds. For us at Hiebing, we found joy each day working alongside our much-valued clients in the (mostly-virtual) trenches. We were honored that they trusted us to deftly handle their biggest challenges and what's-next worries.

Life in our Madison and Austin offices didn't feel quite the same as it did pre-pandemic, but many other, more important things about Hiebing never changed:

Our commitment to our clients' success.

Our give-a-damn for delivering results.

Our passion for work that is proven and possible.

Our desire to make a difference in our communities.

Since our client partners continued to turn to us in 2021, we, in turn, were able to devote over 3,000 hours (even more than 2020!) of brainpower and creative output to support those who need it most.

Hiebing devoted over

3,000 HOURS

to improving our communities

On the following pages, you'll learn how we helped four incredible organizations in 2021. We think you'll be impressed with the unique, high-impact ways our work came to life, but what we really want is for you to be inspired. Not just by the projects highlighted here, but by the depth of dedication demonstrated by these organizations (and the heroes that power them).

We are so deeply grateful to be part of the tangible change we helped make. We're also humbled by the difference that our endowed scholarships—created at UW-Madison and Madison College in 2020—are starting to make in the lives of very deserving, diverse students.

No, the world didn't get that much-sought-after time machine trip in 2021. But thank goodness! We needed a hearty helping of hope much more, and that can't be found by looking in the past. We bet you'll find some here, in Hiebing's second annual Impact Report!

CTHEENTER

FOR BLACK EXCELLENCE AND CULTURE



The Center for Black Excellence and Culture (The Center)

Decades ago, Rev. Dr. Alex Gee, Jr. had a vision of a transformative Black cultural space in Madison. A space where Black community members feel celebrated and represented. A space where the next generation of Black leaders can grow and develop. A space where Black people can collaborate to achieve social and entrepreneurial innovation.

Fueled by this vision and equipped with a plan years in the making, Dr. Gee and his team of dynamic Black leaders planted the seeds to make that vision a reality in 2020. Those seeds sprouted and flourished in an unforgettable 2021.

Hiebing has partnered with The Center for Black Excellence and Culture since its infancy, collaborating with Dr. Gee and his leadership group to bring this long-awaited Center to fruition. From launching grassroots fundraising efforts to bolstering The Center's presence online and in the press, Hiebing played a role in a wide array of exciting, game-changing projects for The Center in 2021—all of which will be pivotal in working toward a projected opening in 2023.

Social

When imagining content for The Center’s new Instagram and Facebook accounts, the Hiebing social team knew it must create content as bold, thought provoking and visually stunning as The Center itself. Throughout 2021, the team crafted over 100 unique posts to celebrate Black excellence, honor leaders of both yesterday and today and paint a picture of the role The Center will play in transforming Madison’s Black community.

Over 100 unique
social posts garnered over
53,000
IMPRESSIONS

Press

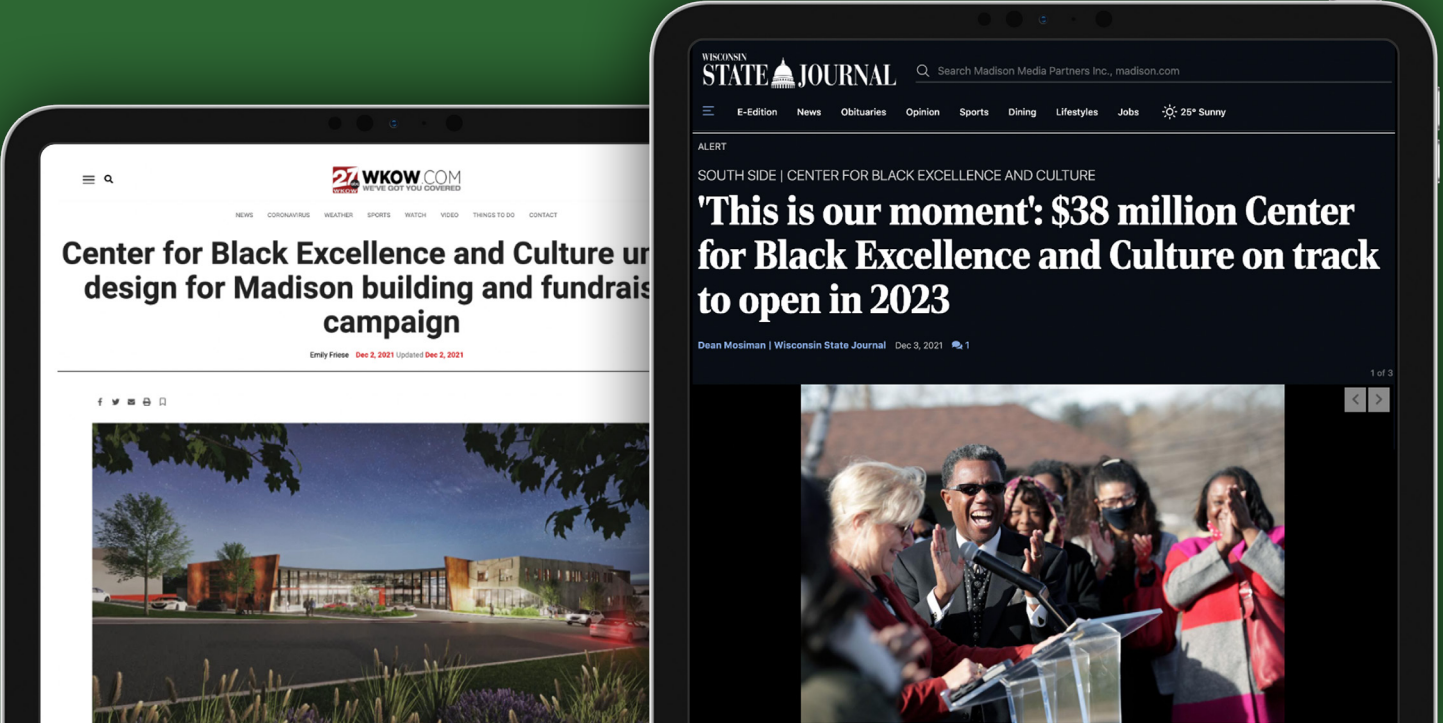
In order to reach its full potential to impact the Madison area, raising awareness in the media for The Center and its supporters alike was a key goal for 2021. Hiebing’s media relations team helped The Center amplify its voice by connecting with local press on the latest news and updates. Hiebing’s team also organized a press conference in December at the future site of The Center, announcing the launch of the public capital campaign along with landmark donations from local companies and elected officials.

The Center garnered
34
NEWS
PLACEMENTS
in local and national media in 2021

Fundraising

At the core of The Center’s 2021 efforts was the fundraising push that will ultimately make its creation possible. When kicking off the initial call for funding, The Center’s team was adamant that those first dollars come from the Black community itself. With the Black Excellence Campaign, Hiebing helped The Center appeal to members of the Black community near and far to donate in their own name or as a legacy or memorial gift as they raised the “first fruits” for the building. The launch of the public capital campaign followed, and Hiebing helped through the creation of a fundraising video for use in presentations to prospective donors – both corporate and public audiences alike.

The Black Excellence
Campaign raised
\$50,000
AND
the public capital campaign
has raised a total of
\$17 MILLION
to date





Turn Your Next Adventure Into An ADVENTURE FOR SOMEONE

Support our mission to provide transformative experiences in nature for youth from disinvested communities.



It's Easy:

- 1 Choose Your Adventure**
Hike, bike, backpack, etc. Do anything that challenges, motivates, and excites you.
- 2 Set a Fundraising Goal**
Establish a personal target you aim to raise - every dollar helps!
- 3 Rally Your Network**
Ask your friends, family, and anyone you know to lend their support and their financial contributions.
- 4 Go Adventure!**
You've planned, trained, and fundraised for a cause you believe in - now live your adventure!

Scan the Code &
Take the First Step



BigCityMountaineers.org

Big City Mountaineers

For more than 30 years, Big City Mountaineers (BCM) has changed lives by introducing kids to the beauty and rewards of interacting with nature. Based in Golden, Colorado, BCM's programs provide free, fully outfitted and professionally led outdoor and backcountry trips for children ages 8-18 from communities historically lacking equitable access to nature.

For the past 17 years, Hiebing has helped BCM advance their mission with an array of marketing support. And after a 2020 hampered by programming and logistical challenges, Hiebing was there once again to help the organization bounce back in a big way in 2021. With the return of outdoor

trade shows in the summer, Hiebing's design experts created collateral outlining the ways corporate sponsors could help the organization—from providing funding assistance to getting involved in the cause at the volunteer level.

BCM was also seeking to continue growing the awareness and funding extensions of their Adventure for Someone program, an individually organized "choose your own adventure" fundraiser. Knowing the importance of the opportunity to grab readers' attention—and drive donations—Hiebing helped them make a splash by creating a unique, eye-catching, full-page ad in Backpacker Magazine's January 2022 issue.

The Backpacker print ad generated

320,000+

IMPRESSIONS AND TRADE SHOW
MATERIALS REACHED THOUSANDS
OF POTENTIAL DONORS

Boys & Girls Clubs of Dane County

Hiebing’s passion for education and youth advocacy is long-standing, and Boys & Girls Clubs of Dane County (BGCDC) has been an incredible partner in creating positive change for Madison-area children for over two decades. By working together with local businesses, foundations and community organizations, BGCDC provides life-changing programming to 7,750 children each year.

Hiebing continued its relationship with BGCDC in 2021, again supporting a number of worthwhile yearly projects like the MOVE4BGC event. Hiebing created posters, social content, t-shirts, a biking jersey and more for the event, which encourages participants to walk, run, bike and get active. Undeterred by the challenges of the pandemic, BGCDC organized several walk/run/bike routes at the in-person event while also offering an independent “virtual” participation option.

This year, proceeds from the event benefited construction of the new McKenzie Regional Workforce Center, which will help students receive credentials and certificates in skilled trades on their path to long-term success and generational change.

We also provided support on BGCDC’s annual Hearts for Helping fundraiser again in 2021. Despite it being held virtually for the first time, both BGCDC and Hiebing were up for the challenge. We created promotional materials like invites, social media content, emails, programs and more, helping to deliver an exceptional event experience —and exceed the fundraising goal in the process.

The Move4BGC event raised

\$1.7 MILLION

FOR THE MCKENZIE
REGIONAL WORKFORCE
CENTER

and Hearts for Helping raised

\$377,456

(EXCEEDING THEIR
\$350,000 GOAL)!





United Way of Dane County

For an astounding 100 years, United Way of Dane County (UWDC) has been at the forefront of change in the Madison area. Whether the goal is improving causes like education, income or health, one thing remains at the center of their focus: people. And in order to achieve their goal of changing as many lives as possible, it's crucial to know exactly how Dane County residents view and interact with the organization through routine brand health tracking. However, some of the metrics UWDC was considering weren't helping them gain the knowledge and insight that would help them take action—and that's where Hiebing came in.

In 2021, Hiebing designed and executed an online brand health study that will serve as the organization's benchmark going forward. The study illuminated key information about Dane County residents' beliefs, their

awareness of UWDC's work and more. But the survey didn't just provide a valuable snapshot of information for this exact moment—as Hiebing continues to field the study on behalf of UWDC over the course of time, we will be able to identify changes in metrics like brand awareness and equity, helping us optimize the organization's positioning and communications efforts and, ultimately, drive donations that fuel UWDC's life-changing work.

For their giving campaign in 2021, UWDC once again utilized marketing materials previously created by Hiebing, including posters, digital ads, website headers and more. The campaign encouraged Dane County residents to come together to help address the region's most pressing issues—and to help improve outcomes for those in need.

Scholarships

When grassroots movements for racial and social justice swept the nation, individuals and organizations alike were forced to have tough, long-overdue conversations about systemic racism. At Hiebing, those conversations inspired us to forge powerful pathways for more opportunity and equity both in our agency and in our industry. One of our direct actions was the endowment of two scholarships benefiting underrepresented populations in Madison.

In 2021, we were thrilled to award our first Chancellor's Scholarship for the School of Journalism and Mass Communication at the University of Wisconsin-Madison to a promising young Hispanic woman. (We're just as excited about the first winner of the scholarship we endowed at Madison College, who will be announced early in 2023). We can't wait to see how the next generation of marketing professionals shapes our industry with their bright minds and diverse perspectives!

The 2021 campaign raised

\$18.1 MILLION

from over 20,000 individual donors
and 500 businesses



**2021 wasn't perfect. (Taking Betty White on the last day? An especially cruel act.)
But when it was good, it was very, very good! (World Champion Milwaukee Bucks!)**

There was always much to be grateful for, and our remarkable clients always top that list. Thanks to the work they entrusted us with in 2021, we were able to donate over 3,000 hours' worth of results-driving initiatives to several spectacular nonprofit organizations.

Though their missions vary greatly, they are all united in quite literally changing the world by changing lives. We're proud to give back, and we love making a difference. But mostly, we are humbled and honored to play a role in the impact they are creating.



hiebing.com