







The year 2022 will go down in global history for some pretty significant things. To put it bluntly, most weren't great.

The Russian invasion of Ukraine. Skyrocketing inflation rates. The end of Queen Elizabeth II's long reign.

But there were high points, too. Who can forget the stunning, imagination-capturing images transmitted by the James Webb telescope? Or Maverick's return to the skies in the box-office-shattering Top Gun sequel? And can you even remember a world without Wordle?

No, you can't.

And neither can we.

Unfortunately, some of the words that matter most to us at Hiebing aren't 5 letters long. Words like **TEAM. CURIOSITY. EXCELLENCE. PROVEN. POSSIBLE.**

But we know two six-letter words that mean the most! **CLIENT** and **IMPACT**. And they go hand in hand. The trust that our clients place in us each and every day to move their brands (and bottom lines!) ahead also powers our ability to give back to causes in the communities we call home.

Because our client partners continued to turn to us in 2022, we, in turn, were able to devote **nearly 3,000 hours** of brainpower and creative output to support those who need it most.

As you peruse the following pages, you'll see how we helped five extraordinary organizations do transformative work in 2022. Yes, we're proud of the marketing prowess we applied to these initiatives and campaigns, but we don't dedicate our time and talent every year to show off our smarts. It's because our **40+ year commitment** to making a difference is ingrained in who we are. And we're so grateful these organizations allow us to be part of the tangible change they make **every day**.

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. For the first time in 2022, two scholarships were awarded from those endowments! You can learn more about them inside, too.

Without further ado, please enjoy the third annual edition of Hiebing's Impact Report! And when you fire up your WORDLE app today, we hope you're inspired to honor 2022 with your first guess. May we suggest QUEEN?





## The Center for Black Excellence and Culture (The Center)

In 2020, we helped Rev. Dr. Alex Gee and his team unveil their vision for The Center for Black Excellence and Culture: a space where Black community members in the Madison area will be able to grow, develop, celebrate and dream together. After taking the first steps toward bringing that vision to life in 2020 and 2021, we were honored to continue our relationship with The Center in 2022.

Hiebing was there every step of the way as The Center took leaps and bounds toward its goal of opening its doors in the next two years. Ambitious efforts promoted public awareness (through public relations) and grassroots fundraising support (through social media) in The Center's public capital campaign.



# Social

After creating The Center’s new Instagram and Facebook accounts in 2021, the past year offered an opportunity to continue building a social media brand that is bold, informative and thought provoking. The Hiebing team crafted over 80 unique social posts in 2022, helping to educate followers on the contributions of Black leaders, celebrate important cultural moments and provide exciting updates on The Center’s progress.

The Center’s social accounts generated over  
**130,000**  
**IMPRESSIONS**  
in 2022 (a 2.5x increase from 2021)

# Media Relations

Maintaining the attention and engagement of the public during The Center’s ongoing development was key in establishing momentum for the capital campaign. In 2022, Hiebing conducted media outreach focused around the announcement of major gifts, highlighting new donors and showcasing the uniqueness and importance of The Center. The media campaign, which included the creation of a video series featuring revered community voice Neil Heinen, gained significant traction in Wisconsin and beyond.

Secured  
**44**  
**PLACEMENTS**  
in local and national news in 2022

# Fundraising

After launching in 2021, The Center’s capital campaign maintained its exciting progress through its second year—and with a \$36MM project, it’s crucial to find every possible way to engage people, companies and public officials both near and far. In addition to gifts made from residents in the Wisconsin community and around the nation, the year’s fundraising efforts included several sizable donations from companies and foundations showing steadfast support for The Center’s mission.

Hiebing also provided creative and promotional support for The Center’s inspiring gift matching campaign in collaboration with the Green Bay Packers Foundation. The campaign, which featured a generous \$250,000 gift match from the Packers Foundation, raised a total of \$623,000.

Currently over  
**\$23**  
**MILLION**  
raised for The Center,  
including  
**\$6**  
**MILLION**  
IN 2022







## Big City Mountaineers

**Big City Mountaineers (BCM) lives to help connect kids with the beauty of nature by breaking down barriers preventing underprivileged children from getting outdoors. By providing free, fully outfitted backpacking trips, the Golden, Colorado-based nonprofit makes an impact reaching far beyond its Rocky Mountain home.**

In 2022, we were proud to continue our 18-year relationship with BCM and built upon the momentum of a very productive 2021. We engaged in a series of projects including a website homepage update and reinventing the sign-up process for their Adventure for Someone program. Both upgrades met the same goal: making the [BCM website](#) a welcoming, brand-consistent destination that makes it fun and easy for prospective donors to get involved. Plus, in pursuit of fundraising support to advance BCM's mission, we created a three-minute video for submission for Land Rover's Defender Service Award. Narrated by members of the BCM executive team speaking to the organization's purpose, the video showcased footage that captures the magic and transformative power of immersion in nature. As a top five finalist for the grand prize, BCM was awarded a \$5,000 grant from Land Rover!

# \$5,000

IN FUNDING WON FROM  
LAND ROVER VIDEO





# Boys & Girls Clubs of Dane County

Since its founding in 1981, Hiebing has been passionate about advancing youth advocacy and education efforts in our hometown of Madison—and for the past 21 years, Boys and Girls Clubs of Dane County (BGCDC) has been an irreplaceable partner in turning that passion into impact for kids in the Madison area. BGCDC unifies local businesses and other nonprofits to support youth development initiatives, impacting nearly 8,000 kids annually.

In 2022, we were thrilled to once again support BGCDC with their Hearts for Helping (H4H) fundraising event. After being forced into a virtual format in 2021, the event returned to its traditional, inspiring form, complete with live and silent auctions, entertainment and a sit-down dinner. Proceeds from H4H went to student support and mentorship programs in partnership with the Madison Metropolitan School District and the construction of the new McKenzie Regional Workforce Center. Both initiatives are designed to create pathways to a brighter future for Madison-area youth.

Hiebing helped create and bring to life the event’s theme, “Paint the Town,” with an array of promotional assets including a “save the date,” an event program and content for BGCDC’s social channels. The eye-catching theme captured the vibrant and creative nature of children exploring their artistic side. We also created a video to be played at the event, bringing BGCDC’s mission to life by showcasing those truly benefiting from the fundraising proceeds: many very deserving kids in Dane County.

**\$170,000+** RAISED AT THE 2022 HEARTS FOR HELPING EVENT







# United Way of Dane County

Over a century. That’s how long United Way of Dane County (UWDC) has been a pillar of service in the Greater Madison area. By mobilizing and uniting people and organizations in the community, UWDC brings to life its vision of changing lives by improving education, income, health and more. Realizing such a lofty goal can only fully be made possible when everyone is working toward the same mission—and that’s where we came in.

In 2022, Hiebing helped UWDC establish new brand positioning, mission, vision and values – all of which are pivotal in determining the direction the organization takes and the programming it offers. With those crucial pieces in place, we then created a “Brand Compass” visual and captured, produced and edited a video telling the story of UWDC’s community-shifting impact. This video is used in presentations made to both prospective donors and partner community organizations to demonstrate that UWDC not only plays its own very powerful role in the community—it amplifies that of others.

We also contributed creative assets for the organization’s annual

campaign, including posters and social media videos. As UWDC’s biggest fundraising effort of the year, generating energy around the campaign is a yearly project we’re honored to help.

Finally, to celebrate 100 storied years of service in 2022, UWDC celebrated a total of 100 very unique people and events: 70 “Community Builders” (individuals, families, organizations and groups that had a remarkable impact in the Madison community and shaped UWDC’s identity) and 30 “Instances of Impact” (stories of transformative change) during its 100-year history. Two of Hiebing’s very own were named as Community Builders for their dedication to advancing UWDC’s

mission over the past two decades—plus—a worthwhile and necessary cause we will continue to support as a Hiebing family for years to come.

**\$18  
MILLION**  
RAISED IN  
THE 2022  
CAMPAIGN





# Big Brothers Big Sisters of Northeast Wisconsin

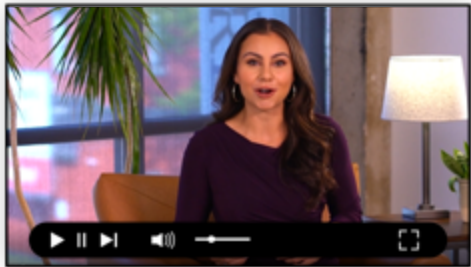
It’s easy to get behind the work that Big Brothers Big Sisters (BBBS) does. In order to help create a world in which all youth achieve their full potential, BBBS creates and supports one-to-one mentoring relationships that ignite the power and promise of the children they serve. Yet as important as the “Bigs” (mentors) are to the “Littles” (children) in the matches made by BBBS, nothing can replace the crucial role parents and guardians play in the lives of their kids. That’s why the organization asked all of its agencies to put a formal training program into place to educate parents about some very real dangers that children face today—including sexual abuse.

The staff at Big Brothers Big Sisters of Northeast Wisconsin (BBBSNEW)—which serves Brown, Door and Oconto counties—knew they wanted to go beyond the mandatory material and maximize the training’s impact on parents/guardians in their program. Of course, the required information about recognizing the warning signs of child sexual abuse and best practices for preventing it would be a heavy focus. However, BBBSNEW also wanted its tool to give parents/guardians a better understanding of how the program works and teach them what they can do to set up the match (and their children) for success.

Because Hiebing had produced several compelling, attention-grabbing videos about the impact of the

BBBSNEW program in the past, the agency turned to us for this new project. We conceived a new video showcasing several (real!) parents talking with a BBBS representative about the wide range of topics. Then, we used BBBS resources and expertise to script the conversation in a way that presented the information in a digestible way. Finally, we provided on-camera talent for the video shoot.

In 2023, BBBSNEW will be sharing and discussing the video with every parent/guardian who enrolls their children in the program. The organization’s leaders are excited to be delivering such vital information in a way that resonates with this important target audience.



Approximately  
**90** PARENTS/  
GUARDIANS

each year will be better prepared to support the relationships between their children and new mentors – and help keep all the children in their lives safer – as a result of viewing this video.





# Hiebing-Endowed 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 creation of two scholarships benefiting underrepresented populations in Madison.

In 2022, two deserving students received these scholarships. Em-J, a junior majoring in journalism and political science, received the Chancellor’s Scholarship we have endowed at the School of Journalism and Mass Communication at the University of Wisconsin-Madison. At Madison College, the Hiebing scholarship was awarded to Hannah, a student in the graphic design program.

We can’t wait to see how the next generation of marketing professionals shapes our industry with their bright minds and diverse perspectives.

“As a student of Madison College, I look forward to learning new skills and developing a professional repertoire as I advance my skills in creating and design. Because of your generosity, I feel more prepared for success and the ability to overcome any financial hurdles that may prevent me from reaching my potential. I cannot thank you enough and I look forward to being able to extend the same amount of altruistic philanthropy to others like you have shown me. Stay wonderful and beautiful—your generosity doesn’t go unnoticed.”

– **HANNAH**  
Madison College graphic design student  
and 2022 Hiebing scholarship winner



20



22

**Unless you're an Argentina soccer fan (it will never be football to us!), we don't know what the best day of last year was for you. But it's easy to name our favorite day.**

**Every day.**

That's because every day we logged in to our computers, we did results-driving work for our incredible clients. And to top it off, we also donated nearly 3,000 hours worth of strategic marketing efforts to five amazing and deserving 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.



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