



2023
IMPACT REPORT





According to the Chinese zodiac, 2023 was the Year of the Rabbit. But if there were a marketing zodiac, Year of the Collab seems pretty fitting.

Case in point: Barbie mania geared up many months before Greta Gerwig's record-breaking movie masterpiece opened on July 21. By that time, we were already living in a Barbie World—a place where everything from bathing suits to burgers boasted the doll's trademark shade of pink.

But not all collabs are intentional, as Taylor Swift and the NFL found out in a big way. When the songwriting sensation kicked off her stadium tour back in March (much to the delight of her fans and friendship bracelet aficionados everywhere), the Eras Tour was immediately the hottest ticket in 151 towns. Yet the cool \$1 billion Taylor raked in has taken a backseat to attention focused on the new Swiftie she gained following a stop in Kansas City. After Taylor started showing up at Travis Kelce's games, the NFL's ratings (and #87 jersey sales) soared.

As fun as brand collabs are, they're no substitute for the origin word of the trend. The act of collaborating with others to produce great ideas (and great work) is infinitely rewarding and energizing. We at Hiebing were part of amazing collaborations in 2023—namely, with our client partners, who continued to turn to us for strategic, needle-moving marketing. Delivering results for them did more than add to their bottom lines; it powered our ability to collaborate with causes in the communities we call home.

Because of the trust our clients placed in us in 2023, we, in turn, were able to devote **over 2,200 hours** of brainpower and creative output to support those who need it most.

As you delve into the following pages, we hope you'll be as inspired as we are by the life-changing work of the six organizations featured. Our team is thrilled that the marketing fuel we added to their outstanding efforts in 2023 drove action and impact—and we're so grateful that our 40-year-plus streak of giving back through difference-making work remains unbroken.

So fire up your favorite Taylor's Version and remind yourself that you are Kenough ... then enjoy the fourth annual edition of Hiebing's Impact Report.



The Center for Black Excellence and Culture (The Center)

Since announcing their vision for The Center for Black Excellence and Culture (The Center) back in 2020, Rev. Dr. Alex Gee and his team have taken crucial foundational steps to make their dream a reality. We proudly continued our relationship with The Center in 2023 to help create a place where Black community members throughout the Madison area can gather, grow and celebrate together.

Hiebing once again contributed support to The Center in the public relations and social media spaces in 2023, along with video content and additional materials to help The Center march toward its ultimate goal: securing enough private and public funding for a debt-free groundbreaking in 2024.

Social

The Center's social media accounts evoke feelings of everything that The Center will be: inspirational, hopeful, empowering and uplifting. In 2023, the Hiebing team created over 50 unique social posts to engage its followers across social platforms. The content honors local and legendary Black leaders, provides insight on key moments in history and updates Wisconsinites on The Center's fundraising and planning efforts.

Reached over
9,000
UNIQUE
FOLLOWERS
organically in 2023

Media Relations

In its third year of development, maintaining public awareness and support is critical to sustaining momentum for The Center's fundraising efforts. Hiebing engaged in media outreach throughout 2023, giving community members—including prospective donors—updates on The Center's fundraising progress. This outreach included publicity for the Black Art Expo, a visual arts event organized by Rev. Dr. Gee that served as a sort of preview of the programming The Center will offer once its doors are open.

Secured
16
PLACEMENTS
in local and national news in 2023

Fundraising

Fundraising is the ultimate measure of support—and the progress The Center made in 2023 shows that the Madison community and beyond are standing behind their movement. The Center's capital campaign took a promising step forward in 2023, reaching over \$30 million in total funds raised.

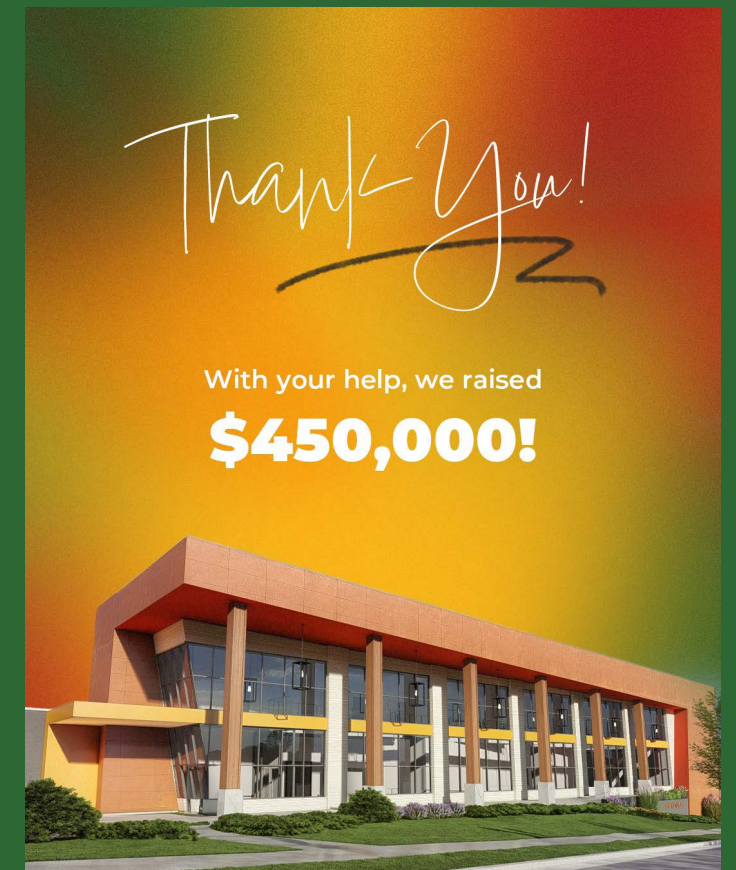
Hiebing provided support in the creation of fundraising materials, helping to rally individuals, businesses and elected officials around the campaign. Efforts included an end-of-year donation match campaign, which raised an impressive \$450,000 that was matched by gifts from local individuals and companies.

After an incredible year, The Center is now only \$3 million away from a debt-free groundbreaking.

Currently over
\$30
MILLION
raised for The Center,
including
\$7
MILLION
IN 2023



THE CENTER





BAILEY DENMARK
Director of Development
Big City Mountaineers

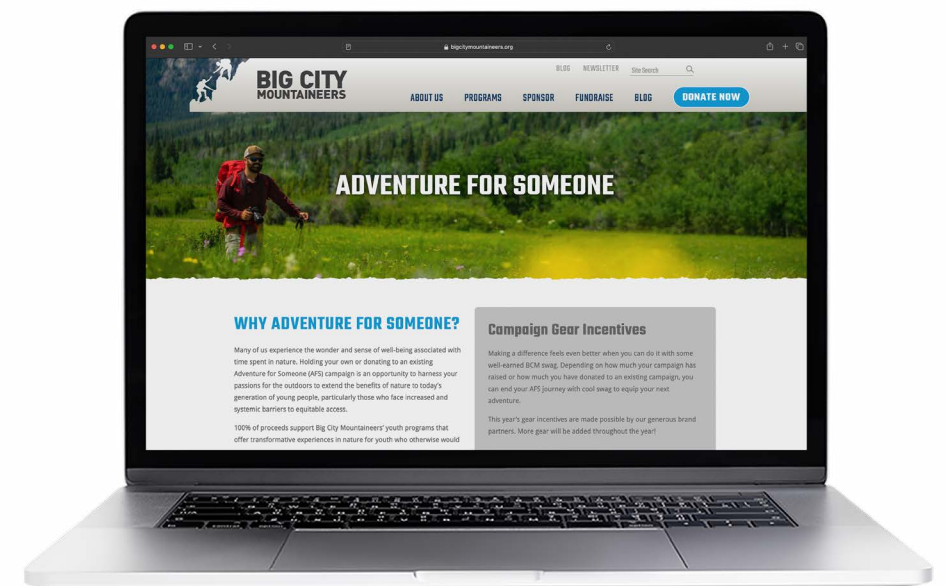


Big City Mountaineers

Nature has transformative powers, and Colorado-based nonprofit Big City Mountaineers (BCM) helps children experience those powers firsthand. For nearly two decades, we've helped BCM advance their mission of connecting underprivileged children with nature through free, fully outfitted backpacking trips.

In 2023, Hiebing retooled BCM's online application process by integrating user-friendly features and intuitive designs, revolutionizing their sign-up approach from the ground up. The updated landing page makes the application process easier for both donors and participants while incorporating new gear incentives that help drive higher engagement.

We also created a compelling branded video for BCM for use in requesting funding for the organization's programming. The video reflected on BCM's core values, showcasing their dedication to uplifting children and families through the joy of outdoor recreation. Now prominently featured on BCM's website, the video stands as a testament to their work for both longtime supporters and prospective donors alike.



Boys & Girls Clubs of Dane County

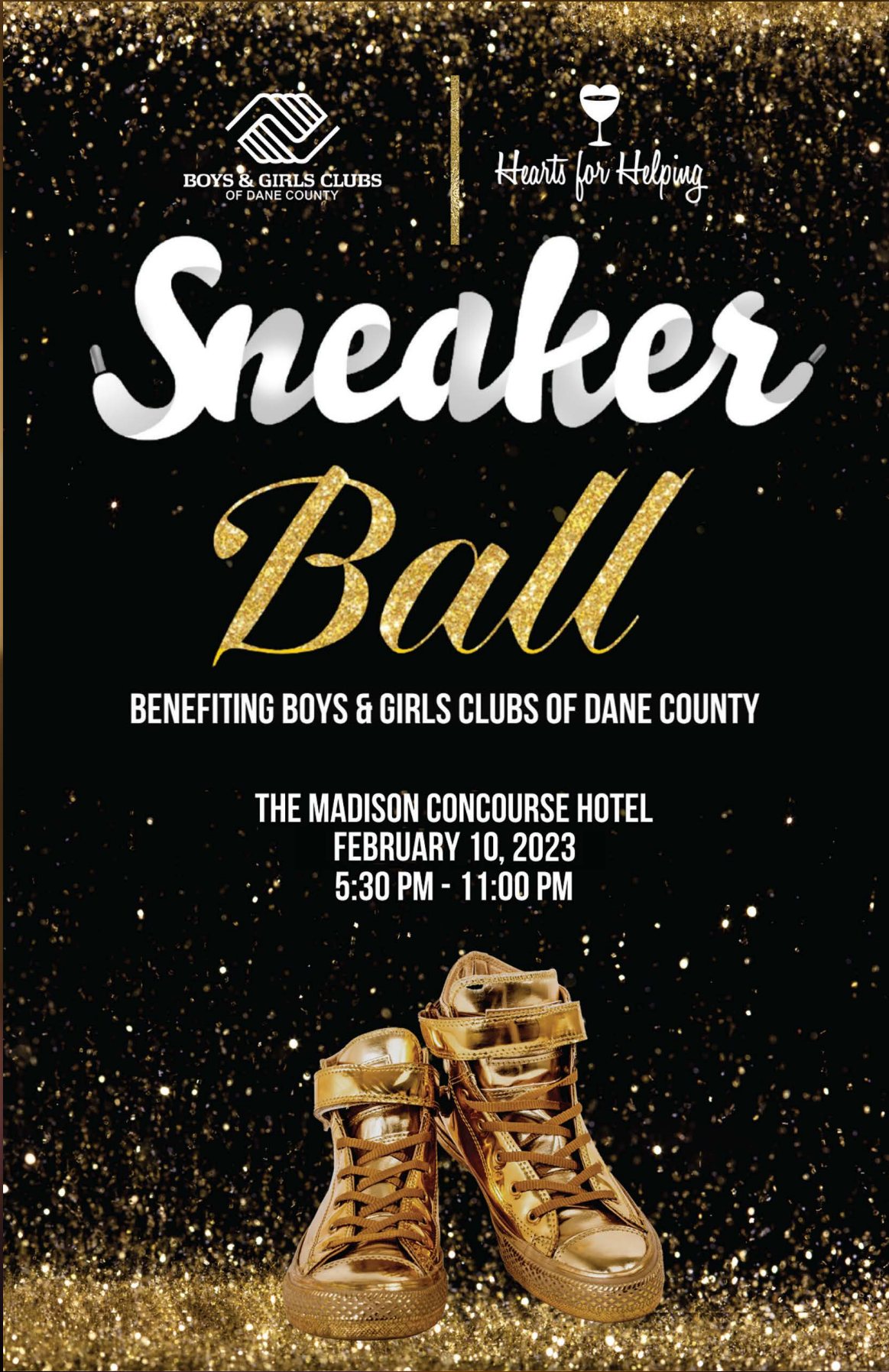
Hiebing has championed youth education and advocacy causes in the Madison area for its four-plus decades of existence—and for the past 22 years, we have proudly worked together with the Boys & Girls Clubs of Dane County (BGCDC) to enrich the lives of kids and families.

Once again in 2023, we supported BGCDC by creating promotional materials for their annual Hearts for Helping (H4H) fundraising event. One of the organization’s signature fundraising events, H4H is an inspirational evening featuring live and silent auctions, entertainment and a dinner. Proceeds from the event allow the Clubs to serve more than 7,500 young people in ten locations, including eight school-based sites and two traditional Club sites.

Hiebing helped BGCDC develop the event’s theme, “Sneaker Ball,” which encouraged attendees to wear their favorite sneakers to a gala and dance event. We brought this theme to life through a printed program and a photo and video shoot. The result? An unforgettable evening full of smiles, laughs and invaluable proceeds raised to support the kids of Greater Madison.

\$147,000+ RAISED AT THE
2023 HEARTS FOR
HELPING EVENT

More than 400 attendees, including 300+ first-time supporters





Boys & Girls Clubs of the Austin Area

Boys & Girls Clubs of the Austin Area (BGCAA) has been a pillar of youth development in Greater Austin for 56 years, serving over 3,000 registered members at more than 25 club locations. So when we officially began to call Austin our second home a decade ago, we knew that supporting this worthy organization was a perfect way to continue our history of serving children’s causes. In 2023, we provided media relations support to help spread awareness for two BGCAA events: the Great Futures Spring Luncheon and Gameday with Jamaal & Friends.

One of their hallmark fundraising events, the Great Futures Spring Luncheon brings together community leaders and philanthropists with some of the spectacular kids BGCAA serves. We pitched the event to Austin media, helping get the news out to prospective attendees and hosting media live at the event. Highlighted by a keynote address from University of Texas Vice President and Athletics Director Chris Del Conte, the luncheon was an inspiring afternoon to rally support behind BGCAA kids and celebrate the promise of Great Futures.

We also lent our public relations expertise to BGCAA to publicize Gameday with Jamaal & Friends, a football camp for BGCAA members led by Jamaal Charles, a Texas Longhorns and NFL legend and former Boys & Girls Club

member himself. Multiple Austin television stations attended, covering the camp’s advocacy for an active lifestyle.

8 news placements totaling

1.7MM+
IMPRESSIONS
for the two events



Wisconsin households struggle to make ends meet as pandemic aid expires

Service organizations report increasing need for food and housing assistance

BY JOE SCHULZ • MAY 3, 2023

Listen



United Way of Wisconsin

A state is only as strong as the citizens who reside within it—and United Way of Wisconsin seeks to support and enrich people throughout the Badger State by addressing human needs to create lasting positive change. Hiebing has long partnered with United Way of Wisconsin, namely, to help publicize the United for ALICE (Asset Limited, Income Constrained, Employed) Report, a biennial study that sheds light on financial hardship and challenges faced by Wisconsinites.

We conducted a statewide media relations campaign to launch the latest report in 2023, helping reporters understand its implications and connecting them with spokespeople from local United Ways around Wisconsin. After spreading the news through a press release, we coordinated interviews that would educate the public through online and newspaper articles, radio airings and TV segments.

The ALICE campaign earned 37 news placements totaling **OVER 1 MILLION IMPRESSIONS**

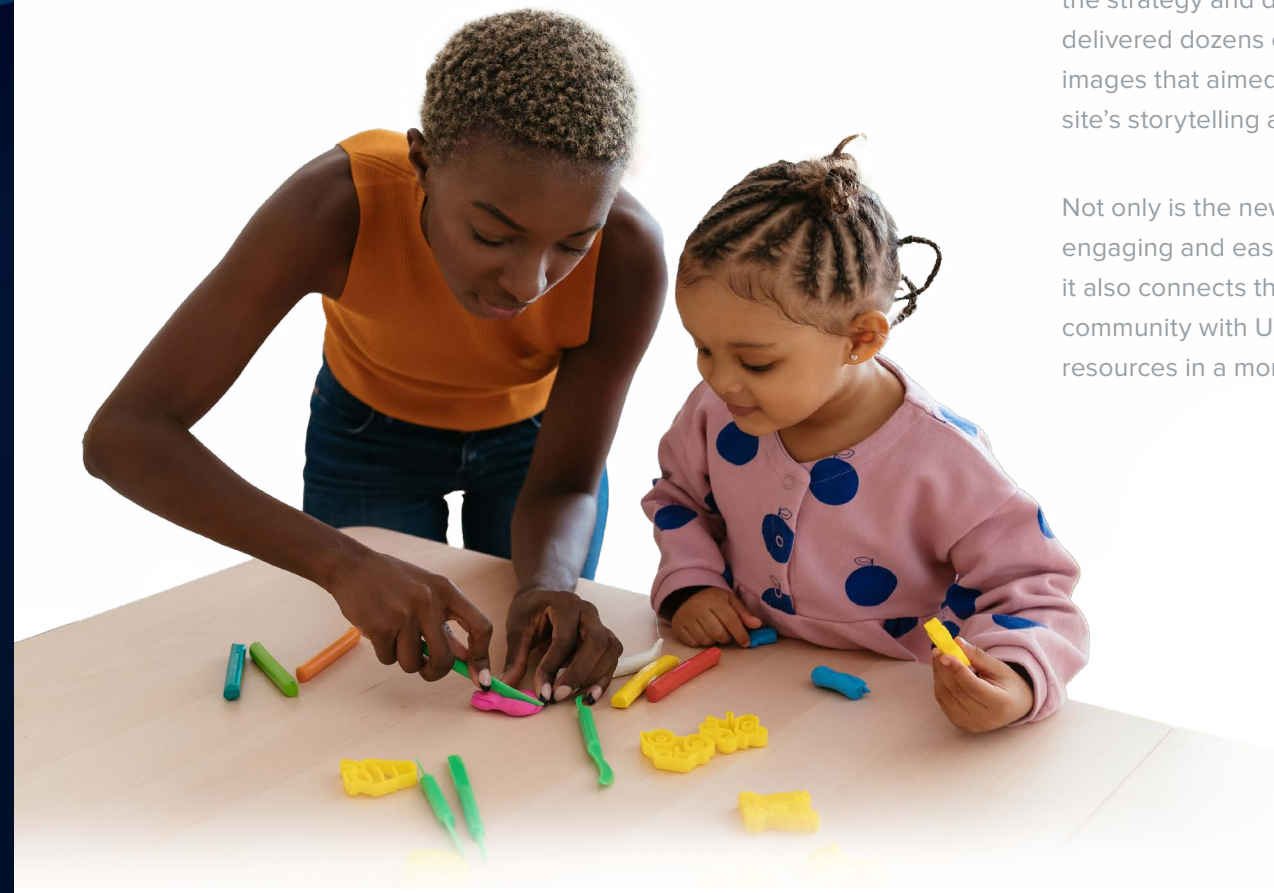


United Way of Dane County

United Way of Dane County (UWDC) changes lives in the Greater Madison area by improving education, income and health outcomes. As part of our decades-long partnership, we were honored to help UWDC establish new brand positioning and evolve its mission, vision and values. The next natural step was to bring the fresh, foundational elements to life through the organization’s website.

In 2024, we helped cast a vision for the new site through the creation of an idea statement, key visuals, a sitemap, a homepage design, modules and more. In addition to the strategy and design work, we delivered dozens of new icons and images that aimed to enhance the site’s storytelling ability.

Not only is the newly launched site engaging and easier to navigate, but it also connects the Greater Madison community with UWDC’s invaluable resources in a more powerful way.





Organizations devoted to helping others aren't just sending good vibes out into the world—they are transforming it.

That's why we're so proud to have donated over 2,200 hours of strategic marketing efforts to six amazing and deserving nonprofit organizations in 2023. Though their missions vary greatly, they are all united in quite literally changing the world by changing lives. We're excited about the results we helped generate because we love making a difference. But mostly, we are humbled and honored to play a role in the impact these outstanding organizations are creating.



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