

IMPACT REPORT 2025





In 2025, culture moved at the speed of a scroll. A fuzzy Labubu seemed to appear overnight, Taylor Swift’s engagement sparked joyful speculation across timelines and the internet somehow united around a spirited debate over six versus seven. Even animated worlds like *KPop Demon Hunters* pulled people together—proof that imagination, fandom and shared curiosity still have a powerful hold on us.

Beneath the trends and talk, something deeper was happening. People weren’t just consuming moments; they were asking questions. Searches grew more conversational. Communities paid closer attention to the causes they support. And amid all the noise, there was a clear desire to connect—to understand, to participate, to make a difference in tangible ways.

That mindset shaped how we showed up at Hiebing this year. Because our clients continued to place their trust in us, our team was able to contribute **more than 4,100 hours** of strategic marketing expertise to organizations working to strengthen communities, expand opportunity and protect what matters most. Across seven nonprofit partners and through scholarships awarded to students at UW–Madison and Madison College, we focused on helping meaningful missions gain clarity, visibility and momentum.

The stories that follow reflect a wide range of causes and communities, but they share a common thread: progress fueled by care, collaboration and commitment. We’re proud of the role we played, deeply appreciative of the clients who make this work possible and grateful for the chance to continue a long-standing tradition of giving back through the work we know best.

Welcome to Hiebing’s 2025 Impact Report.

The Center for Black Excellence and Culture

In 2025, Hiebing was proud to support The Center for Black Excellence and Culture (The Center) during a pivotal year of growth and momentum. With a highly anticipated grand opening on the horizon, our work focused on strengthening the Center's foundation—ensuring its mission, voice and presence were ready to meet the moment.

Throughout the year, we helped elevate awareness and engagement through strategic storytelling and visibility. On social media, we built an active, welcoming presence that celebrated Black excellence, shared cultural stories and invited the community into the journey. More than 50 original posts blended education and inspiration, reaching hundreds of thousands of people organically and creating meaningful connection well ahead of opening day.



SECURED
\$15K
OF GUARANTEED MEDIA

GENERATED
65,000+
ORGANIC VIEWS IN 2025

Our public relations efforts helped mark key milestones and build excitement statewide. We supported the announcement of The Center reaching its historic capital campaign goal, produced a behind-the-scenes video tour for donors and helped secure coverage across all Madison television stations. We also amplified moments of progress—from leadership announcements to the building’s topping off ceremony—and facilitated the first media interviews inside the space itself. On Juneteenth, we helped bring The Center’s story to life through live morning show segments that reached viewers across the region.

Behind the scenes, we worked to prepare The Center for long-term success—advancing brand positioning, developing foundational brand materials and beginning the transition of its website from a fundraising tool to a platform that will power the organization at launch and beyond. Through donated media placements across outdoor, radio, print and television, we also helped expand reach while stewarding resources.

We are honored to stand alongside The Center as it prepares to open its doors this year—and proud to contribute to a future that is more inclusive, connected and culturally vibrant for Madison and beyond.

REACHED

339K+

VIEWS ACROSS SOCIAL CHANNELS IN 2025

Organic reach climbed to

11.6K INSTAGRAM ACCOUNTS

up 38.4% from last year

Achieved

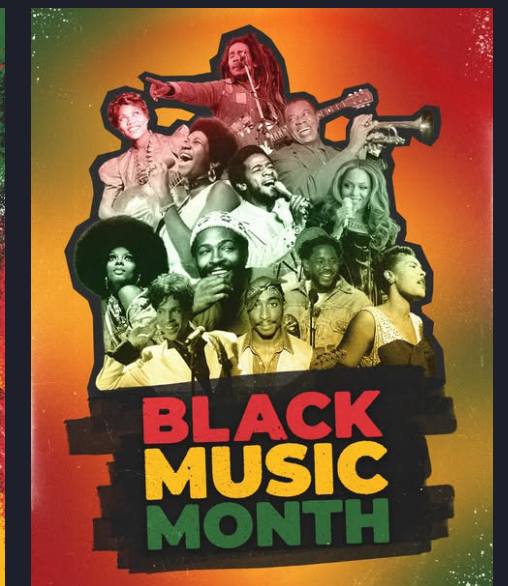
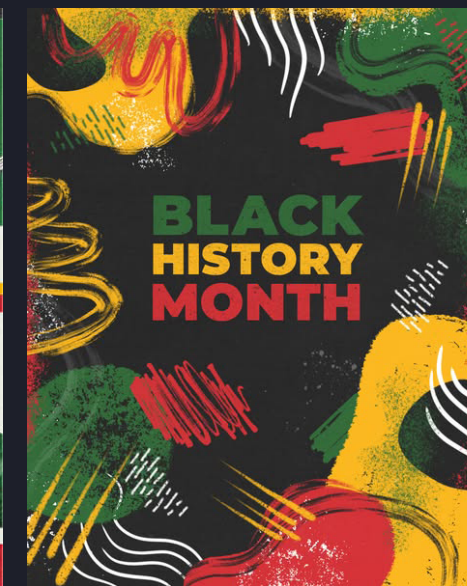
316.2K FACEBOOK VIEWS

in 2025 (42.5K organic), representing 400%+ growth YoY

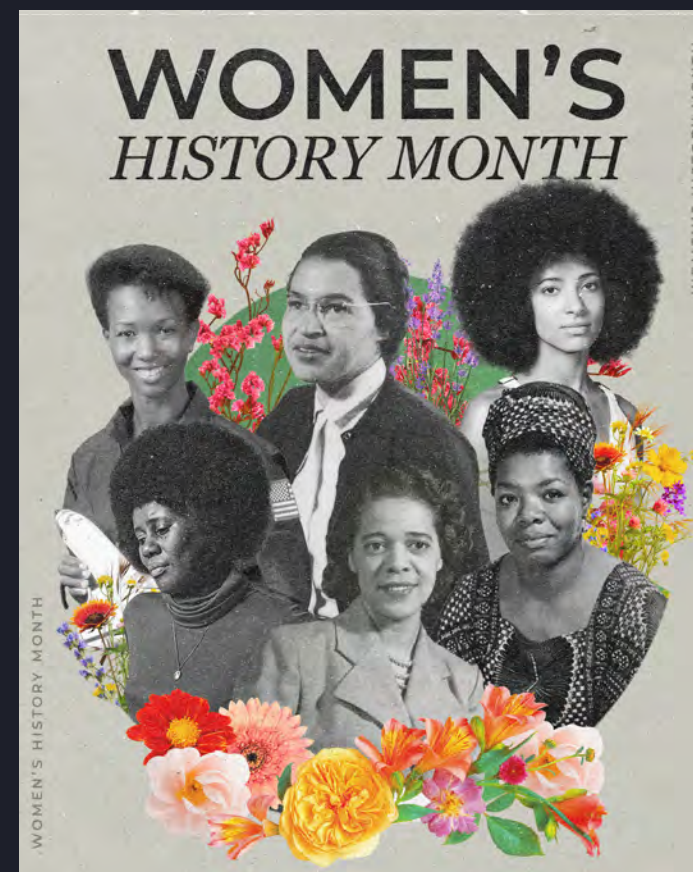
Recorded

2.2K FACEBOOK CONTENT INTERACTIONS

up 28.8% from the previous year



THE CENTER



United Way of Dane County

Hiebing continued its long-standing partnership with United Way of Dane County in 2025 by building on a unifying brand platform we helped their team develop the year prior—one rooted in a simple but powerful truth: meaningful change begins with individual action and grows through collective care. That idea became the foundation for how United Way of Dane County invites people across the community to see themselves as part of the solution.

With a strong creative foundation already in place, our focus in 2025 was on extending its reach and ensuring it showed up consistently wherever people encountered the organization's work. Hiebing provided pro bono strategic, creative and media support for a paid media activation designed to amplify the campaign across outdoor placements, streaming video and social channels. We developed the media strategy, managed the buys and produced campaign assets that brought the brand idea to life in accessible, engaging ways. Combined, these tactics delivered over 33 million impressions!

Those same assets were also integrated into Workplace Giving materials, helping employers and employees connect individual generosity to broader community impact through a shared visual and narrative system.

Together, these efforts contributed to a strong year of momentum. The 2025 campaign was on track to raise over \$18 million, helping fuel programs and partnerships that support lasting change across Dane County.

We are proud to support United Way of Dane County as it continues to inspire generosity, strengthen connections and turn shared care into measurable impact.

Combined, these tactics delivered over

33 MILLION
IMPRESSIONS

¿SERÁS tú
UNO
DE LOS QUE CAMBIARÁ
vidas
en Dane
County?

Únete a nosotros y ayuda a liberar el espíritu colectivo de ayudarnos unos a los otros que utilizamos para cerrar brechas y abrir oportunidades en nuestra comunidad.

Dona hoy a través de la campaña de donaciones en tu lugar de trabajo.

United Way of Dane County United Way
El Poder del Cariño. Trabajando para Todos.

Joey's Song

Madison is a city built on connection, creativity and care—and in 2025, those values were at the heart of our partnership with Joey's Song. Hiebing was honored to support this organization, which uses the power of live music and comedy to fund critical research for childhood epilepsy.

Founded in memory of Joseph Gomoll, whose life was cut short by epilepsy, the organization brings together renowned musicians and entertainers for a series of unforgettable performances, turning shared joy into meaningful impact.

After more than a decade of success, Joey's Song faced a new challenge: how to grow beyond its most devoted fans and help new audiences quickly understand what makes the event so special. The concerts bring together legendary artists—performing not as groups, but as individual members collaborating in rare, one-of-a-kind pairings—creating a story that's both compelling and complex. Hiebing partnered with the Joey's Song team to simplify and sharpen that narrative.

Our work focused on creating a clear, engaging story strategy that led with the exclusivity and excitement of the performances—drawing people in through the music—while ensuring the heart behind the cause was impossible to miss. That strategy extended across concert posters, social visuals and the website, helping set expectations, spark conversation and build momentum ahead of the shows.

The results spoke volumes. One of the concerts sold out and the events raised more than \$300,000 for epilepsy research—bringing Joey's Song's total impact to over \$2.1 million since its founding. In a challenging economic climate, that outcome was a meaningful win for an organization fueled by passion, generosity, and community.

We're proud to help amplify a story that proves unforgettable experiences can do extraordinary good—and grateful to play a role in honoring Joey's legacy through music.

THE EVENTS RAISED MORE THAN
\$300,000
FOR EPILEPSY RESEARCH





Facing donor fatigue and looking to engage young professionals across the Austin market, BGCAA turned to Hiebing for strategic guidance. Drawing on our deep experience supporting the organization, our media team reevaluated the campaign approach and recommended a shift in channel strategy to more effectively connect with the intended audience. The result was a targeted Meta campaign designed to drive traffic, increase visibility and encourage online giving among socially engaged professionals ages 25–34.

Running from late November through the end of the year, the campaign reached a substantial portion of the Austin DMA and delivered strong engagement, generating more than 12,000 link clicks at an efficient cost per click. Most importantly, the effort translated into meaningful impact. BGCAA saw a notable increase in both the number of donors and total dollars raised compared to the previous year, with online-only giving playing a significant role in that growth.

By combining thoughtful audience targeting with a clear understanding of BGCAA's goals, Hiebing helped the organization expand its donor base and sustain vital programming—continuing a partnership built on trust, results and a shared belief in the power of investing in youth.

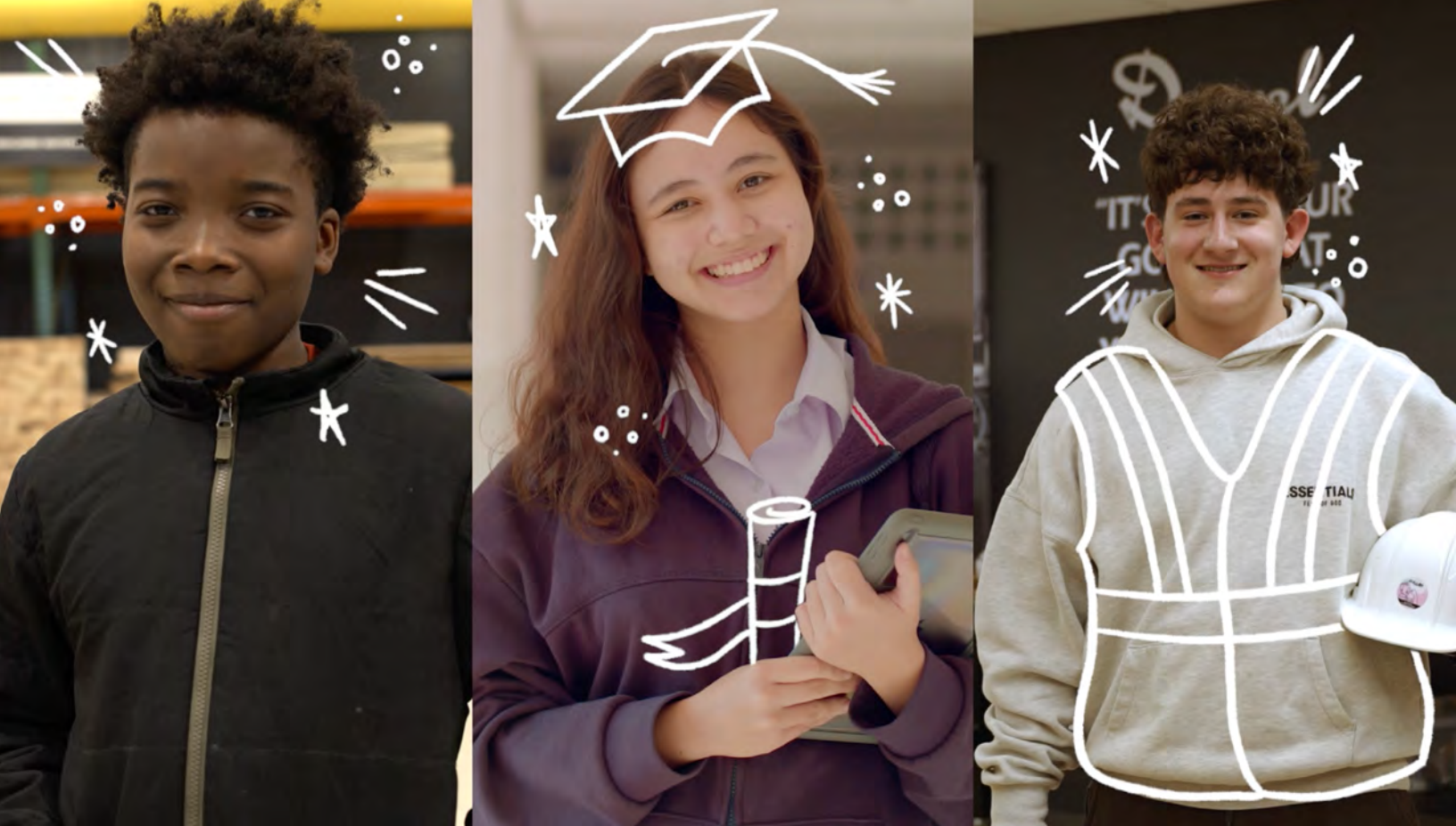
TOTAL RAISED:

\$108,367

Boys & Girls Clubs of the Austin Area

Hiebing's long-standing relationship with the Boys & Girls Clubs of the Austin Area (BGCAA) is rooted in a shared commitment to strengthening communities by expanding access to opportunity. In 2025, that partnership focused on helping BGCAA reach the next generation of supporters at a critical moment for its year-end fundraising efforts.





No matter where their choices lead them,
every journey starts with a dream.

Boys & Girls Clubs of Dane County

For years, Hiebing has partnered with the Boys & Girls Clubs of Dane County (BGDC) to help tell the stories that matter most—stories that reflect the depth, impact and potential of the organization's work. In 2025, that partnership continued with a focus on expanding awareness of BGDC's full range of programs and inspiring deeper community engagement.

Through the creation of a new long-form video, we helped showcase the three pillars that define the Club's mission: AVID/TOPS, Workforce Development and Club programs. Designed for fundraising and community-facing moments, the video highlighted the Club's role as a catalyst for academic success, career readiness and lifelong confidence—far beyond outdated perceptions of a place simply to pass the time after school. Cutdown versions extended the reach of that story across social, digital and broadcast channels, supported by new photography captured during filming.

That work came to life at the Club's largest fundraising event of the year, where the video helped energize attendees and contributed to surpassing the event's fundraising goal.

FUNDRAISING EVENT RAISED

\$500,000

YOUTH OF THE YEAR RAISED

\$170,000



Building on our history of impactful video storytelling, we also helped BGDCDC elevate the Boys & Girls Clubs of America's Youth of the Year program—bringing the stories of the student nominees from Dane County to the forefront through a series of short videos that resonated across social platforms and drove meaningful support. We also provided photography of these incredible kids.

Together, these efforts helped deepen understanding of the Club's impact, strengthen community connection and generate critical resources to support local youth—today and into the future.



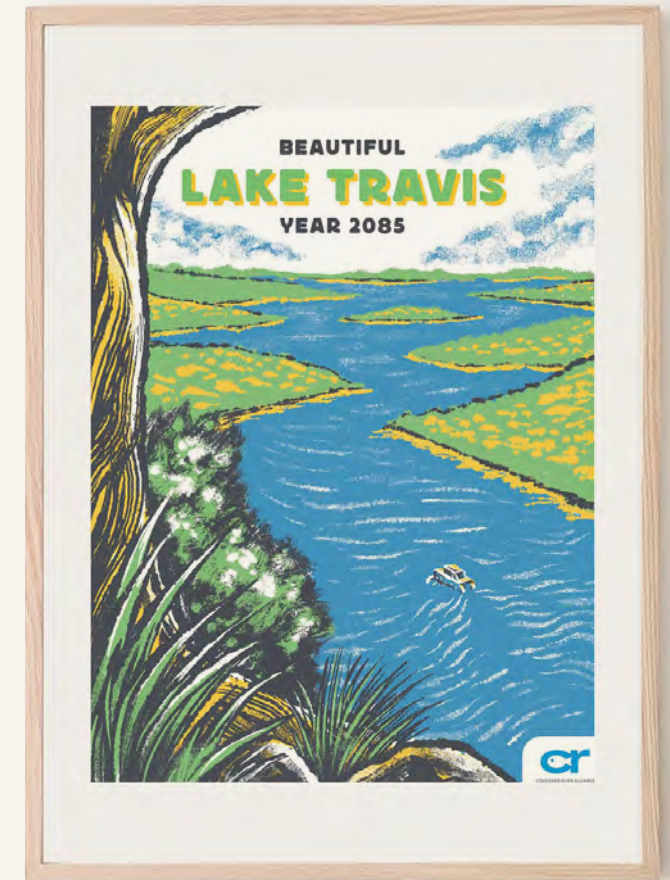
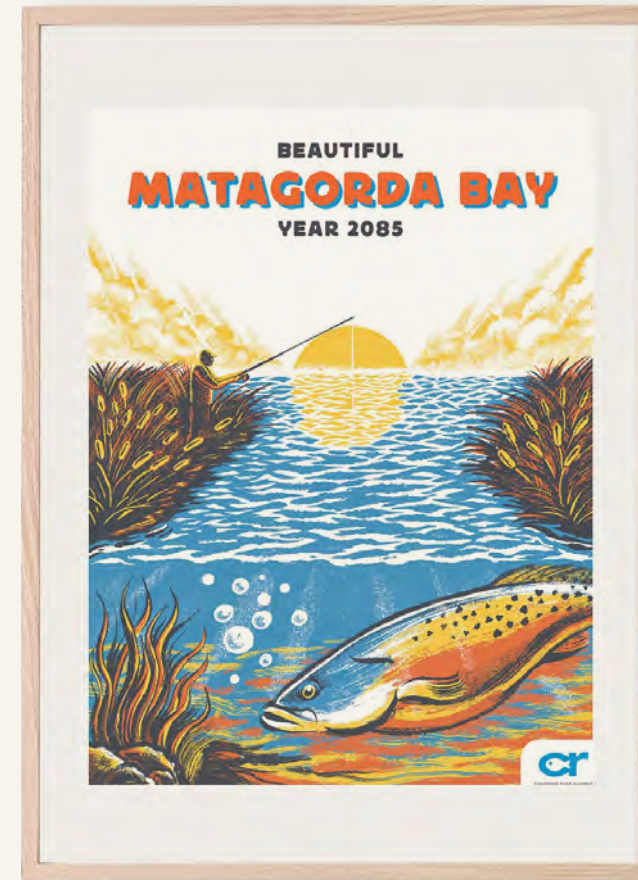
Colorado River Alliance

Hiebing's partnership with the Colorado River Alliance continued in 2025 with a shared focus on helping Texans see the river not as a series of disconnected waterways but as a living system that binds communities, economies and ecosystems together. Building on work completed the year before, our team supported CRA through two distinct efforts designed to deepen awareness and invite long-term stewardship.

The first initiative brought conservation messaging into physical spaces across the region. Hiebing created a hand-illustrated collection of Landmark posters highlighting locations along the river, from Matagorda Bay to Lake Travis and downtown Austin. Designed as keepsakes, the posters—and their companion stickers, bookmarks and postcards—used familiar visual elements from prior campaigns to create continuity while introducing new places and stories. Distributed through community events, cleanups and fundraising activations, the materials encouraged people to recognize how the water they enjoy locally connects to a much larger system.

The second initiative centered on storytelling. To help CRA look ahead after its milestone anniversary, Hiebing developed a series of social videos featuring individuals whose lives are shaped by the Texas Colorado River in deeply personal ways. Filmed on the riverbanks, the videos captured perspectives ranging from youth leadership and family traditions to agriculture, mental well-being and cultural identity. Each voice reinforced why the river matters—not just broadly, but personally—and encouraged supporters to invest in the next chapter of conservation. The videos became part of CRA's year-end fundraising efforts, generating both donations and emotional resonance among longtime partners and new audiences alike.

Together, these efforts transformed education into participation. The Landmark series traveled to multiple communities and helped generate fundraising support at key events, while the social campaign extended CRA's message through authentic human storytelling. In both cases, Hiebing applied strategic insight and a deep understanding of CRA's audiences to create work that felt both grounded and forward-looking—supporting not just awareness but sustained engagement with a river that defines life across Texas.



Big City Mountaineers

Hiebing has long believed in—and supported—Big City Mountaineers because of our shared belief that meaningful outdoor experiences can shape confidence, resilience and lifelong opportunity. In 2025, that collaboration focused on helping BCM reflect on its legacy while preparing for its next chapter of growth.

To mark a significant organizational milestone, Hiebing developed dedicated digital content celebrating BCM’s 35 years of impact. An anniversary landing page and a companion storytelling hub brought together firsthand accounts that highlighted the organization’s mission and the individuals shaped by it. The content resonated deeply with audiences, particularly those arriving through referral channels, who spent significant time engaging with the stories. That level of attention reinforced the power of an authentic narrative to strengthen connection and inspire continued involvement.

At the same time, much of the year’s work took place behind the scenes, laying the foundation for a major evolution of BCM’s website. Hiebing partnered closely with the organization to assess existing content, clarify priorities and streamline its digital structure in advance of a planned migration. By reviewing copy, refining page relationships and developing a more intuitive site map, the team helped position BCM for a platform that will be easier to maintain and more flexible as the organization grows.

Together, these efforts balanced reflection with readiness. The anniversary content honored decades of impact, while the groundwork for a future site ensured BCM will be better equipped to share its mission, manage content and engage supporters in the years ahead. It is a continuation of a trusted partnership—one focused not just on what has been accomplished, but on what is still possible.

Referral audiences showed exceptional engagement on the Stories page specifically, with a

79%

ENGAGEMENT RATE

and an average engagement time of 6 minutes





Hiebing-Endowed Scholarships

Meet the inspiring recipients of Hiebing's scholarships, dedicated to supporting underrepresented populations in the marketing, advertising and creative industries.

At UW-Madison, the Hiebing Chancellor's Scholarship for the School of Journalism and Mass Communication helped support Nico Ulrich Arreola, a student pursuing a dual path in journalism and computer science. For Nico, the scholarship made it possible to accept an offer from a world-class institution without placing additional financial strain on the family. Nico's academic focus reflects a desire to use storytelling and technology responsibly—bringing accountability, empathy and care to industries that shape people's lives. The opportunity to study without the weight of overwhelming debt allows that purpose to remain front and center.

At Madison College, Hiebing's scholarship support reached Michael Miranda, a student in the Graphic Design program whose path to higher education was anything but traditional. Returning to school later in life, he discovered a passion for blending art and technology—seeing design as both a creative outlet and a powerful form of communication. The scholarship eased financial pressure during the semester, enabling him to focus on refining his craft and continuing his education with confidence.

Together, these scholarships represent more than financial assistance. They reflect Hiebing's belief in access, opportunity and the transformative power of education—supporting students at different stages of life as they work toward futures shaped by creativity, purpose and possibility.

“I applied to many schools but couldn't accept offers that would put me and my family in further debt. Here, I was given a unique chance at a world-class education. How do I thank someone for something like that? It's impossible, but I hope to show you all in the future that it was not money wasted.”

— **NICO ULRICH ARREOLA**

University of Wisconsin-Madison,
journalism and computer science major
and 2024 Hiebing scholarship winner



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

That's why we're proud to have donated over 4,100 hours of strategic marketing efforts to seven amazing and deserving nonprofit organizations in 2025. 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 so humbled and honored to play a role in the impact these outstanding organizations are creating—and so grateful for the clients who power our ability to give back.

 **HIEBING**

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