

2020

# IMPACT REPORT



 **HIEBING**



# 2020 WAS MY FAVORITE YEAR OF ALL TIME

— NO ONE EVER

## So why are we revisiting it with this report?

Trust us, we also get the urge to burn all our 2020 wall calendars in effigy and keep those 12 months in the proverbial rearview mirror.

But what do mirrors do? They reflect. And 2020 is a year that begs for reflection. After all, hindsight is...well, you know.

Now that we have a little distance, the silver linings amidst all the very dark clouds of last year start to appear even shinier. For us at Hiebing, the absolute brightest light was the trust our clients continued to place in us. Each one experienced unique aspects of the challenges the entire globe faced, and it was an honor and privilege to help them navigate such uncharted territory. There's nothing better than being in the trenches with such inspiring brands—and the people who power them. And we get to do that every single day.

With so much to be grateful for in such a tough time, giving back to our communities felt especially good last year. Being able to share our talents with organizations dedicated to making a difference matters to us. A lot. (In fact, we've been able to do it every year since our agency was born in 1981.)

**In a year like no other, we created results-driving work for 10 remarkable nonprofit organizations. Because of our clients, our team was able to donate nearly 3,000 hours of breakthrough idea generation, design wizardry, persuasive PR, digital prowess and much more.**

Yes, we're immensely proud of the projects we produced on behalf of these organizations. But what we treasure more is the true partnership we have with the incredible people who devote their lives to these causes. We are humbled to be part of the meaningful change they are making in our communities—and we felt called to make our own investment in underrepresented communities that will last for generations. (You'll learn more about our endowed scholarships in this report.)

2021 is well underway, and we're marching forward with many of these same nonprofits to keep shaping a better world. But considering how 2020 will go down in history, we thought it was important to look back at it once more—in a new, special and really rewarding light that may rejuvenate your spirit in the days ahead.

With that, please enjoy Hiebing's first-ever Impact Report.



## United Way of Dane County

For almost 100 years, United Way of Dane County (UWDC) has been a driving force in taking on some of the community's toughest challenges, including education, income and health. As the COVID-19 pandemic placed an unprecedented strain on all three of these areas, it was no secret that Dane County residents would need support. Throughout the year, the organization worked tirelessly to connect people with the resources they need. Longtime partners of UWDC, we were proud to help make sure the community knew about this important work.

Hiebing has created the organization's giving campaign materials for many years to encourage area residents to donate. To highlight the idea that Dane County is stronger together, we created 2020 campaign materials including posters, as well as an array of digital assets like social media ads and digital newsletter and website headers. We further amplified how UWDC strengthens our community by rallying resources during crises by creating a 30-second television spot.

The TV ad campaign made an impact in the Madison area, reaching over

**115,000** CABLE TELEVISION  
VIEWERS

While the current giving campaign is still ongoing, UWDC is on pace to hit its goal of

**\$17.8 MILLION**  
RAISED

# Boys & Girls Clubs of Dane County

Hiebing has long been an advocate for education and youth development. So when Boys and Girls Clubs of Dane County (BGCDC) opened its doors in 1999, forming a partnership with the organization was a no-brainer. Today, BGCDC has grown to provide nearly 7,750 young people and their families with development programs each year, and its mission became more important than ever in light of the challenges 2020 presented for children.

We were thrilled to again support BGCDC in 2020 with its Hearts for Helping fundraiser—an event we love being part of each year. It's become a Hiebing tradition to design a variety of print and digital elements including invites, programs and social media content.

Though the COVID-19 pandemic prevented the Club from hosting its annual Bike for Boys and Girls Clubs bike ride fundraiser (another Hiebing favorite), the organization was determined to find new ways to make a difference. We helped BGCDC introduce the Move for Boys and Girls Clubs (Move4BGC) event by creating posters, social media ads, a t-shirt and biking jersey and more. The event encouraged residents to get out, walk, move and raise money for kids and first responders.

Fundraising for the two events was a great success, as Hearts for Helping raised over

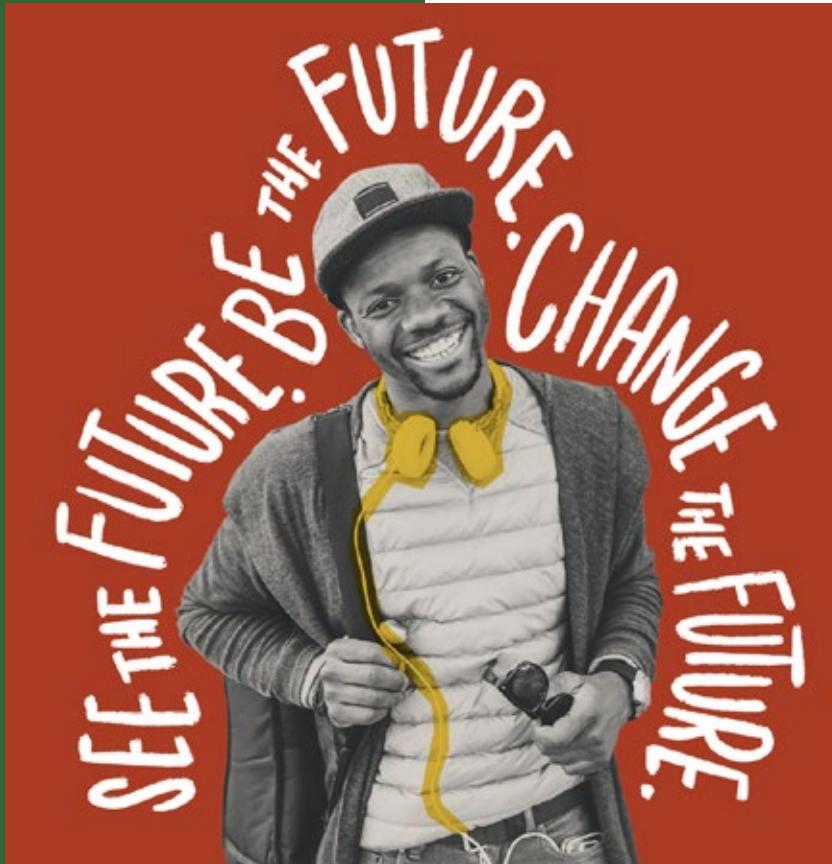
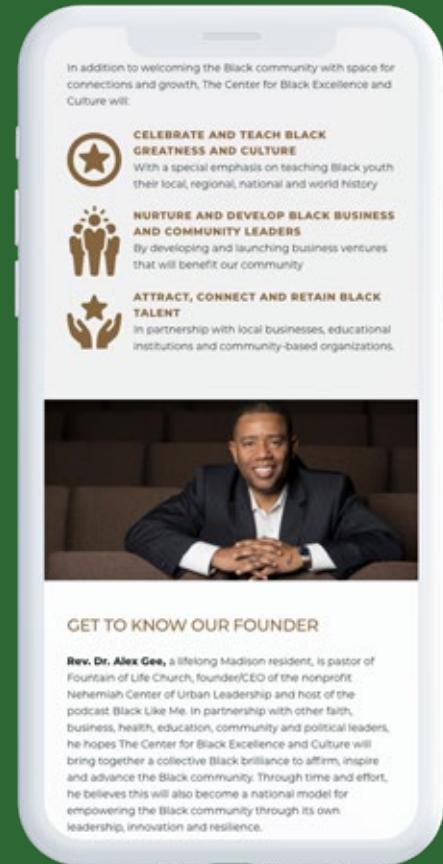
**\$225,000**

and Move4BGC brought in over

**\$681,000**

from generous donors.





# The Center for Black Excellence and Culture

For much of 2020, grassroots movements for racial and social justice swept the nation. But long before these conversations took place, Rev. Dr. Alex Gee, Jr. was leading a movement to create The Center for Black Excellence and Culture (The Center), a forthcoming shared cultural space in Madison to celebrate and advance Dane County's Black community.

We were honored to assist the leadership team behind The Center to develop its brand positioning and messaging, as well the development of its website. To further connect with the public, we conducted a media relations campaign announcing The Center's pending arrival and have established a social media presence on Facebook and Instagram with ongoing content creation.

Since its announcement in September, The Center has raised over

**\$1 MILLION  
IN COMMITTED SUPPORT**



Center for Black Excellence and Culture to strengthen community in 'very aspirational and profound way'

**GIVE A LITTLE**  
*change a lot*



## Badger Prairie Needs Network

For many, 2020 brought a renewed focus on the importance of basic needs like housing, utilities and food. That made the work of organizations like Badger Prairie Needs Network (BPNN), a local food pantry, even more crucial to keep communities strong. Inspired by the organization's volunteer-fueled efforts to fight food insecurity throughout the pandemic, Hiebing brought forward a simple phrase to capture the spirit of the mission: Give a Little, Change a Lot.

Hiebing has had a relationship with BPNN since 2018, when we assisted in the launch of the pantry's Kitchen to Table food recovery initiative. We had the opportunity to contribute to meaningful work again in 2020 by helping BPNN develop a critically needed fundraising appeal. In addition to the central theme, Hiebing created graphics for use across social media platforms.

**By the end of the year, BPNN raised a record-setting**

**\$200,000**

that will go a long way in providing food assistance to over 24,000 grateful Dane County residents.



**WISCONSIN**  
**Coalition** on Student Debt



## Wisconsin Coalition on Student Debt

Though Madison is home to Wisconsin's largest university, the Wisconsin Coalition on Student Debt (which is also Madison-based) knows that student debt, college affordability and loan repayment are key concerns for people across the state. The nonprofit organization seeks to bring those issues out of the shadows as part of its ultimate goal: improved financial outcomes for those pursuing higher education.

Hiebing was thrilled to lead the Wisconsin Coalition on Student Debt (WCSD) through their website's digital strategy aimed at helping the organization capitalize on its steadfast commitment to removing perceived barriers related to debt through education and advocacy. We then designed a website for WCSD, which launched in February 2020 and featured its new branding and logo.

Since that time, the WCSD's content-rich digital home has tallied

**1.8 MILLION**  
**PAGE VIEWS**

from visitors in

**35**  
**STATES**

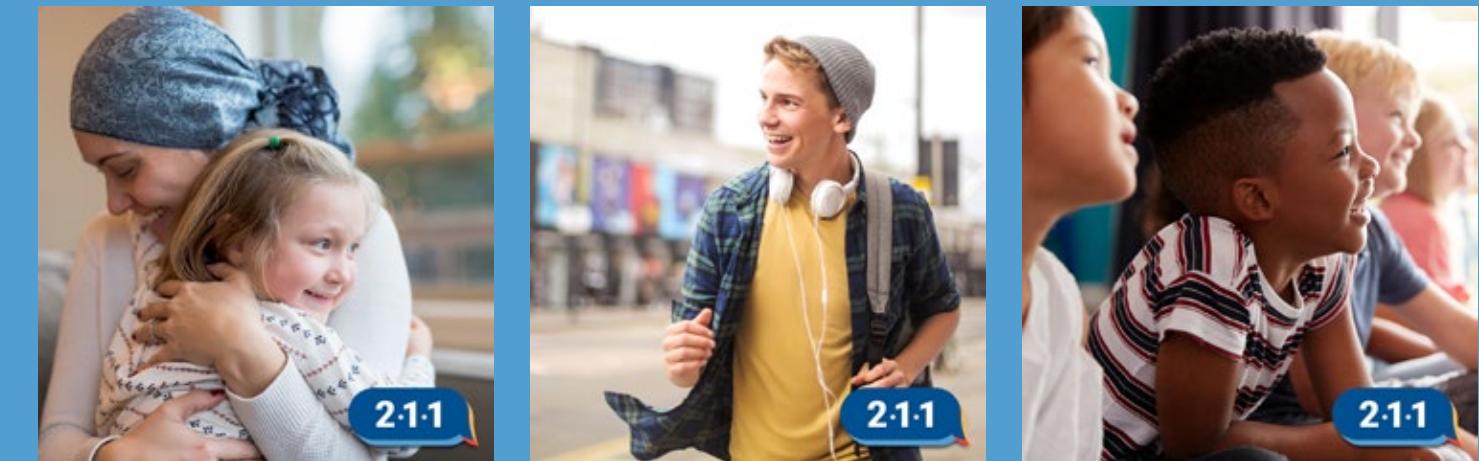
and

**20**  
**COUNTRIES**

# United Way of Wisconsin

In a year that challenged Wisconsinites—physically, mentally and emotionally—like never before, United Way of Wisconsin played a crucial role in aiding the state's residents. The organization helps connect people with the information, support and services they need, when they need them most. Critical programs include the Addiction Recovery Helpline and the 2-1-1 hotline, which connects callers with social services. In addition, the organization released its biennial United for ALICE (Asset Limited, Income Constrained, Employed) Report, a financial hardship study illuminating the unique challenges faced by Wisconsin residents.

To help amplify United Way of Wisconsin's presence and connect community members with the services they need during the COVID-19 pandemic, Hiebing created a streaming audio and social ad flight for the 2-1-1 hotline. Additional social ads we crafted generated awareness for 2-1-1's family and mental health services, while a series of banner ads featured the Addiction Recovery Helpline's ability to connect callers with treatment and recovery services. We also conducted a robust media relations campaign, launching the 2020 ALICE Report to every corner of the state and connecting spokespersons from local United Ways to news outlets in their area.



The marketing program garnered

over

**1.9 MILLION  
IMPRESSIONS**

reaching over

**226,000  
PEOPLE**

while the ALICE campaign earned

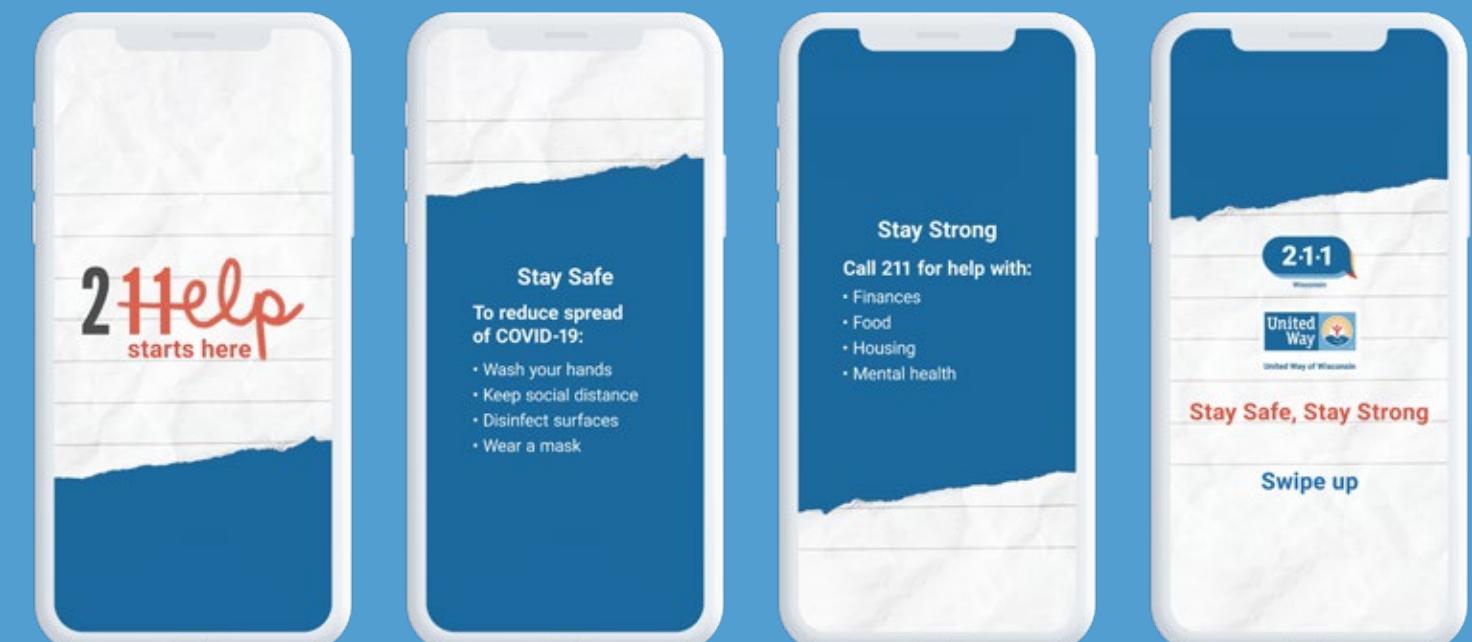
a total of

**72  
NEWS  
PLACEMENTS**

including

**15**

**TV SEGMENTS**





## Boys & Girls Clubs of Austin Area

Since we have been championing the Boys & Girls Clubs in Madison for decades, it was natural for us to do the same in Austin once we opened our office there. Boys & Girls Clubs of the Austin Area plays a critical role in our second hometown, giving kids the support they need to become productive, responsible and caring members of our community.

The pandemic has only heightened the significance of BGCAA's mission. Even when its facilities had to temporarily close, the organization found creative ways to

provide resources—academic, nutritional and more—to Club kids and their families amid the openings and closings of schools, job loss and other pandemic-related hardships. We applied our own creative talents to getting the news out about those vital initiatives (including the weekly Club on the Go™ kits) and how Austin residents can help continue funding them. In addition, we supported the CEO in drafting a powerful statement that the organization used to take a strong stand as the unrest over racial injustice began to unfold last spring.

The press coverage we generated about BGCAA in 2020 totaled

**170 MILLION**  
**IMPRESSIONS**



## HOME (Housing Opportunities for Musicians and Entertainers)

Austin isn't just the capital of Texas; it's the live music capital of the world. But many of the performers who helped the city earn that reputation have spent their lives without a financial safety net. As they grow older, the challenges of that reality become more serious. HOME helps provide housing assistance for these talented musicians in need, which has been even more pronounced during the pandemic.

In addition to writing the news release used in the outreach campaign to local media, we collaborated with the PR team for Health Alliance for Austin Musicians to secure event listings in outlets across the Austin area. We were thrilled that news about the concert generated

When a local musician offered to hold a virtual benefit concert to help support HOME, Hiebing's PR pros jumped at the chance to spread the good word and collaborate with other supporters. Because we helped promote past HOME events, we knew how important it would be to get people (and their wallets!) engaged in the cause.

**OVER 2.7 MILLION**  
IMPRESSIONS



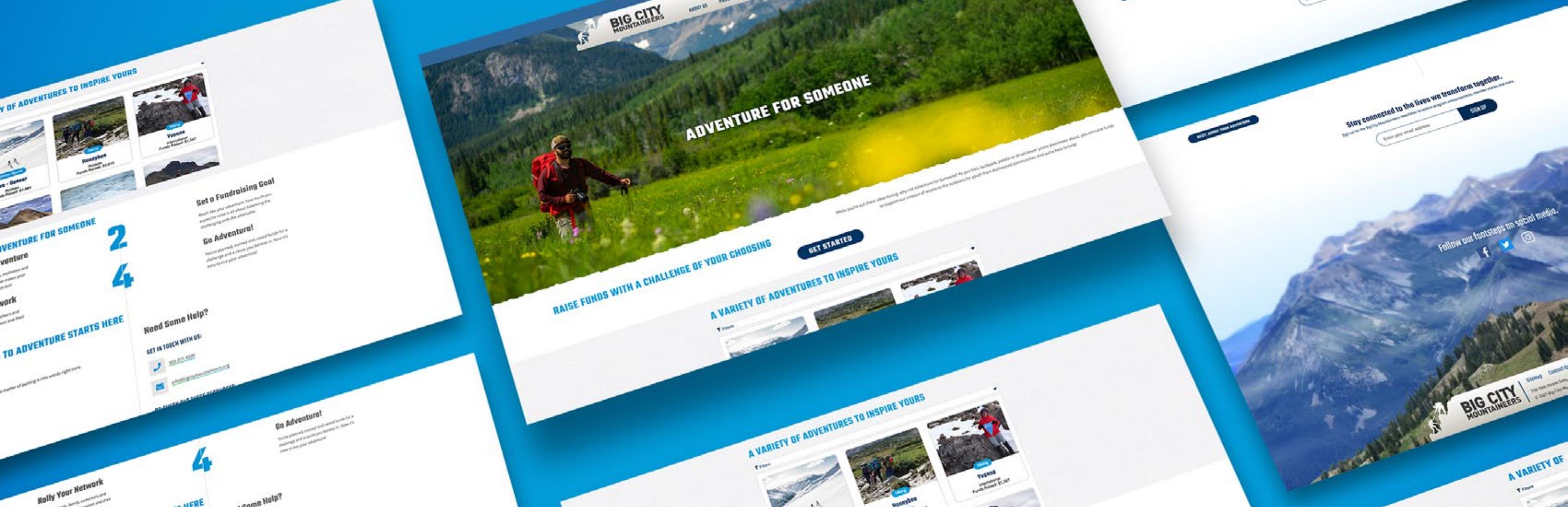
## SAINT PAUL'S CATHOLIC STUDENT CENTER

## St. Paul's Catholic Student Center

St. Paul's has undergone a true transformation over the past several years. Once a place of worship designed almost solely for Catholic students at UW-Madison, it is evolving into a spiritual, intellectual, human and leadership beacon of the University community—a truly full formation of the student. St. Paul's has recently created a Student Center, bringing much more space for the student ministry to thrive. It also added residency and plans to soon expand into housing. Yet its brand reflected only what St. Paul's has been—not what it is becoming.

**Hiebing helped St. Paul's develop a relevant, compelling positioning and brought it to life with a new logo development, tagline and photography guidelines.**

Today, the new branding is reflected throughout St. Paul's website and other marketing materials. And the logo better demonstrates St. Paul's evolution to a true sense of place, showcasing the building with a much more contemporary look and feel.



## Big City Mountaineers

For many, spending time in the great outdoors is a peaceful pastime. But for kids from disadvantaged communities, experiencing the power of Mother Nature can literally change lives. Each year, Big City Mountaineers (based in Golden, Colorado) provides free, fully outfitted and

professionally led backcountry trips for 1,000 youth who have had little opportunity to explore the wilderness. Their journey is more than geographic; along the way, they develop a sense of responsibility, group communication and decision-making skills and higher self-esteem.

**Hiebing has been a big fan of the Big City Mountaineer (BCM) mission for nearly 16 years and has helped the organization with various marketing needs during that time. When the trials of 2020 certainly uprooted BCM's original plans, it pivoted its focus to a rebranded fundraising campaign called "Adventure for Someone." We jumped in with strategy, design and development assistance.**

Adventure for Someone allows participants to design an adventure fundraising campaign that supports BCM's outdoor access programs while tackling a challenge that fits their personal interests, timeframe and lifestyle. You can climb, bike, backpack, paddle, run, try something new...whatever

you're passionate about. The options are as limitless as your imagination, and there's no fundraising minimum. Not only did we assist in naming the program, but we developed a page of the organization's website that breaks down the step-by-step process of getting involved.

**The site experience launched in early 2021, with a goal of raising approximately**

**\$100,000 THIS YEAR**



## We can't change the past, but we can change the future

As grassroots movements for racial and social justice swept the nation in 2020, individuals and organizations alike were forced to have tough, long-overdue conversations about systemic racism. At Hiebing, those conversations helped us realize we were not doing enough to solve racial inequity in our organization and across the industry. But that realization inspired us to act—and we created two scholarships to support underserved students in Madison.

We at Hiebing have a steadfast belief in the power of education as a pathway to opportunity. That's why we chose scholarships benefiting underrepresented populations as a clear first step to attracting and supporting aspiring professionals of color in the marketing industry.

## Partnering With Madison's Leading Institutions

In order to maximize the impact of the scholarships, we tapped into the power of Madison's higher education institutions.

**The first of two endowed scholarships, valued at**

**\$40,000**

will benefit Madison College students seeking degrees in graphic design, visual storytelling, web and digital media design or web and interactive design.

**The second, benefiting University of Wisconsin-Madison students, is a Chancellor's Scholarship for the School of Journalism & Mass Communication.**

Hiebing's contribution of

**\$150,000**

was matched for a total scholarship of

**\$300,000**

**Each year, a percentage of the total endowments will be gifted to individuals from underrepresented groups.**

Like everything worth pursuing, creating a world with greater racial equity will not be achieved overnight. Yet we take this step with belief and optimism that it will be the first of many on a journey toward a more equitable future—in the Madison community and beyond.



**No doubt, 2020 tested our mettle, tried our patience and sometimes even tired our spirits. But it was also a year that brought out the absolute best in us all.**

As we reflect on Hiebing's journey through 2020, we are so honored that our clients trusted us to rise to the challenge for them, time and again. Because of those valued partnerships, we were able to help our communities in ways designed to drive lasting impact.

We truly love giving back—especially when we can influence what lies ahead. Thank you to the nonprofit organizations who invited us to be part of the positive changes they are making in the world around us. Can't wait to see where the ride takes us all in 2021!



[hiebing.com](http://hiebing.com)