

vidmob.gives

What does "Service as a Service" mean?

We've built a platform that can shape the world for the better.

Welcome to VidMob Gives' inaugural Zine. With the help of VidMobbers from across the globe, the pages you're about to read encompass how each and every one of you has been able to help address critical issues that impact us all.

VidMob Gives levels the playing field for nonprofits by democratizing access to powerful and effective creative. With fairness and equity at the heart of everything we do, we work to empower nonprofits and help them achieve meaningful, measurable impact in the world.

Our hope with this Zine is to make sure you know how we can, and are, using our platform to make the world a better place. Not just because we want to, but because we have a responsibility to. In this Zine, you will see stories from throughout the year, and across the 17 UN Sustainable Development Goals (more on that inside), in one easy-to-

read and shareable place. As you flip through the digital pages, take a moment to reflect on how much VidMob has accomplished over the last year. With any luck, it will make you smile and remind you that we work at a purposedriven company.

This Gives Week, we ask that you show your support by clicking through each page, and each link, to learn about the inspiring organizations we've been able to support through your direct and indirect involvement. We ask that you join us—remotely or in-person—for one of the many volunteer and take-action activities scheduled this week. And perhaps most importantly, we ask that you reflect on how you can use your unique skills and interests to help us make the world a better place in 2023.

"We don't accomplish anything in this world alone... and whatever happens is the result of the whole tapestry of one's life and all the weavings of individual threads from one to another that creates something." - Supreme Court Justice Sandra Day O'Connor

Sincerely, your social good crusaders, Mona and Burr

What does VidMob Gives mean to you?

Loren Berrier, SCM

VidMob Gives not only provides me greater purpose and meaning in my daily work, it also means the work I do will help contribute to positive change in the world.

Aakankssha Kaalay, Project Manager

To be able to give back to the society, a sense of accomplishment by helping NGOs, organizations support their causes, make the world a better place through baby steps and create a positive impact.

Henry Claudy, Jr. Project Manager

VidMob Gives is a fundamental reason why I chose to work at VidMob. Knowing that the Creative Intelligence and Creator Network offerings that we boast are not only for paying customers, but available pro-bono for nonprofits that are often understaffed and underfunded, really hammers home the force for good that VidMob can be.

Why is working at a purpose-driven company important to you?



Luke Hall, Producer

I love that VM values giving back, we have the ability to create impactful work that can help change lives. And we've already started doing so! Deli Xu, SCM

Life has meaning only if you do what is meaningful to you.

Ann Skoulsky, Sr. SCA

Working at a purpose-driven company is important to me because I always feel in alignment with the mission and values of the company that I show up to everyday. VidMob's purpose energizes me, motivates me on a tough day, and fosters a community of supportive individuals within the organization—it's truly the heartbeat of our company.





(3)

it was a reminder

of just how much

one action can

can make a difference.

Kelly Abrams, Sr. Account Executive



Jessica F. Teachey,

Senior Director of Community Engagement, The MusicianShip

I'm personally elated that we had the chance to participate in this experience... Because of this partnership, we're a sharper marketing team that's learning how to drive content based on real, measurable KPI & demographic goals versus based on what's easiest for us to create in our back office.

Brett Nolan,

Social Media Manager, African Wildlife Foundation

Thanks to VidMob's talented team, and well-produced videos, I'm confident our social audiences will keep fighting for the safety of big cats. And with the data we're learning from the Creative Intelligence tool, we'll have no problem activating new audiences and turning wildlife enthusiasts into wildlife advocates.

Sue O'Connor,

Head of Branding and Communications, Medair

VidMob helped us get the story out in a really compelling way. In any emergency it's important that we are reaching new people who will engage with the way we deliver humanitarian aid. VidMob made that happen, and the team really joined us in a commitment to help people in need.



It's almost always very inspiring. Working on these projects, I realize how impactful it is when people come together (often times voluntarily) and they do some amazing things for a cause. And that, to me, is really inspiring. I also feel a sense of purpose and feels great to be a part of it. I really enjoy the work as well and it feels different from the usual stuff that I do everyday!





what do you or of work work work better place.

Kelly Abrams works with Heart Math Tutoring, a math intervention program. She says, "Education is one of the most important things that can impact someone's life trajectory. I get to work with children 1st–5th grade to help them feel more confident with math as well as with school in general and to help build their confidence."

Burr Purnell sits on the board and helps with strategy for Yoga and Sport with Refugees.
This organization provides access to sports for asylum seekers and refugees to improve their mental health.

Championing Ukrainian Creators



@INCONTEXT.VIDEO

Introducing the InContext
Team — a group of artists
who we partnered with to
make a piece of digital art
that depicted how they
were using creativity during
this challenging time.

READ MORE

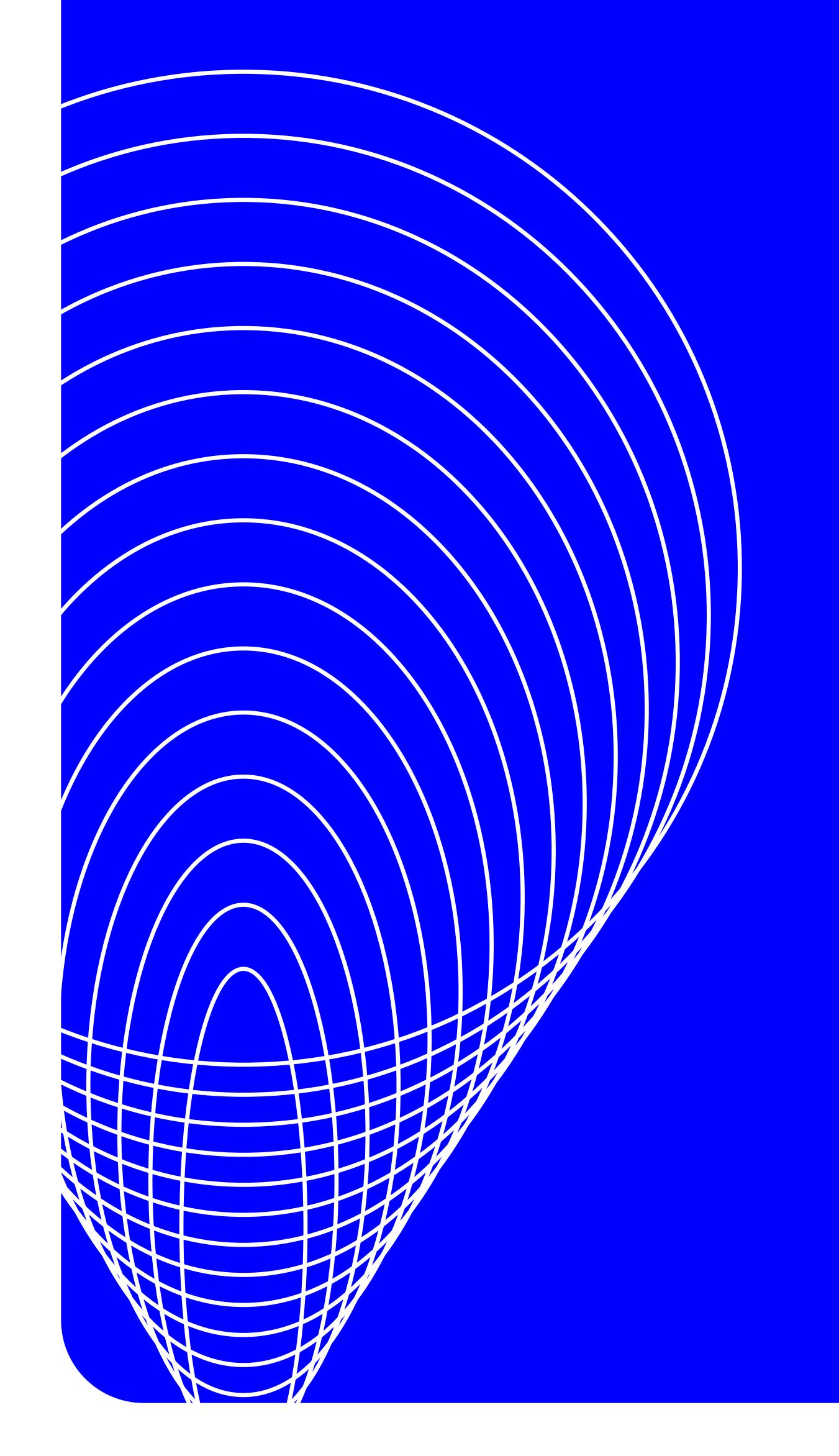
QDARIAHUXLEY

"The tragedy is apparent, however the strength, courage and the unbroken spirit of Ukrainian people inspire tremendous hope for a better future, where Ukraine is free and thriving."

READ MORE







Our company's mission is to further the UNSDG's, which are the guide rails for our pro bono work with nonprofits worldwide. But what are the SDGs? In 2015, all United Nations Member States adopted the 2030 Agenda for Sustainable Development, as a blueprint for peace and prosperity for the entire planet. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by ALL countries in a global partnership.

They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth—all while tackling climate change and working to preserve our oceans and forests.

LEARN MORE

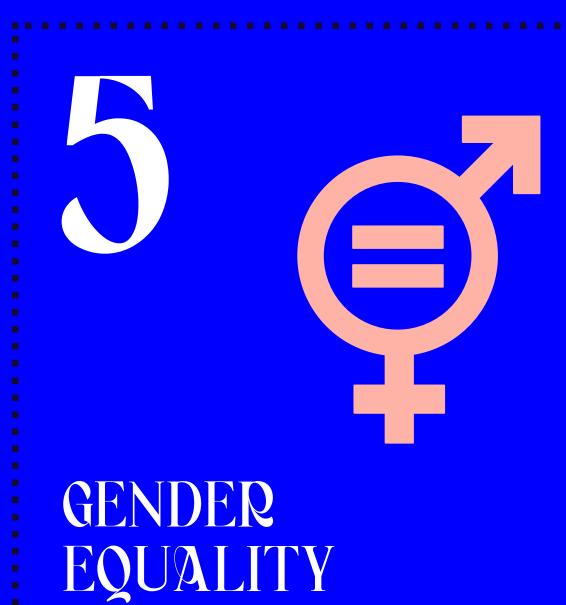
United Nations Sustainable Development Goals







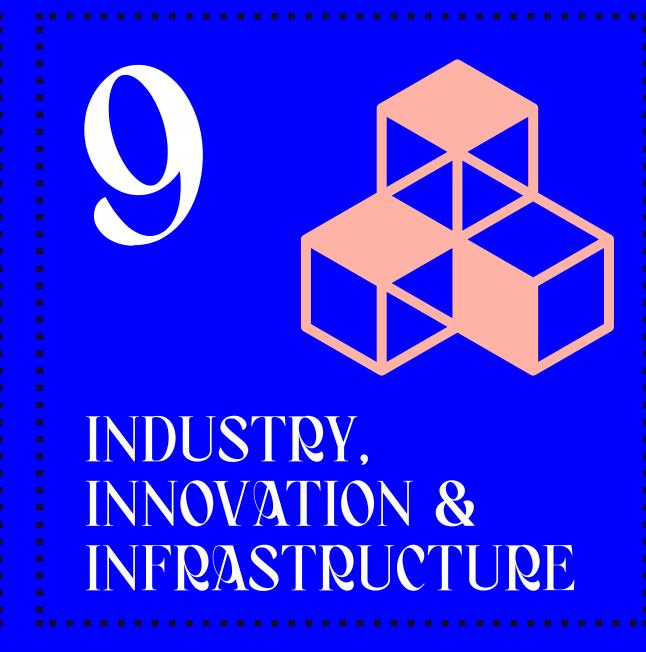










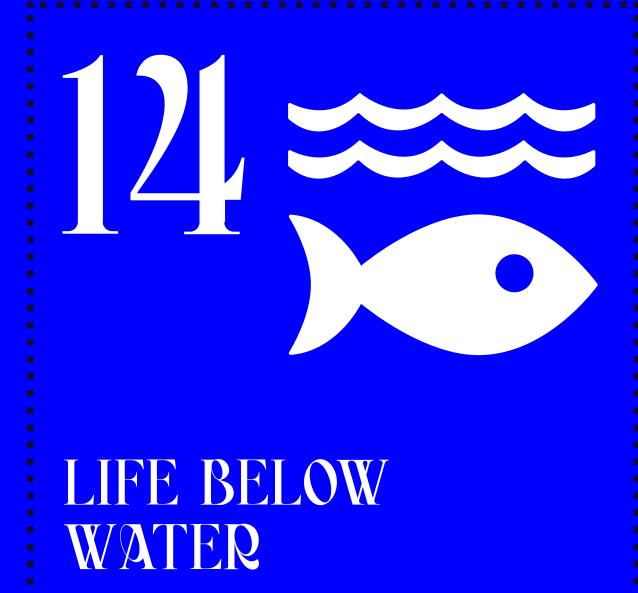


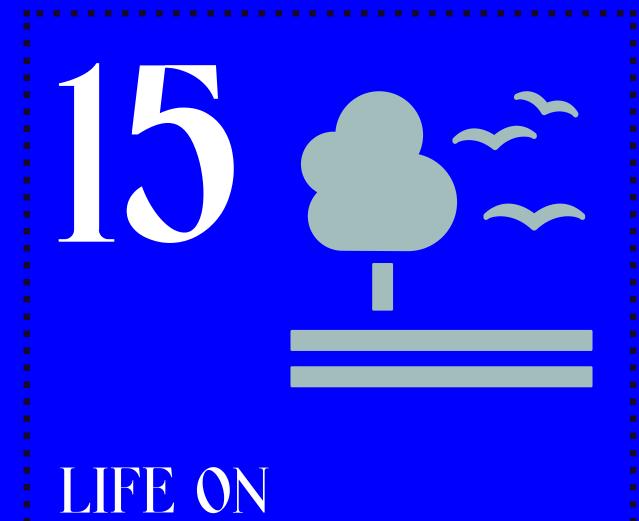




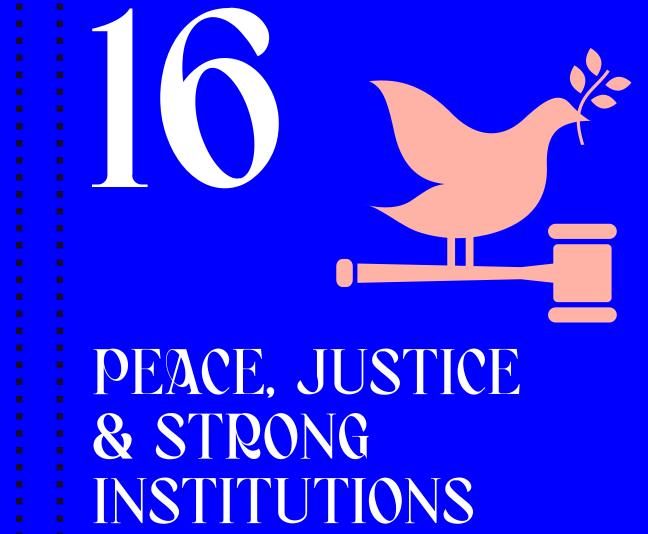








LAND





Collection of Good Stories

The only thing better than a good story, is a story that **does good**.

Read about some of our high-impact projects.



Direct Relief for Ukraine gives healthcare providers the resources to treat patients in emergencies. The goal was to drive donations to support those affected and displaced by the war in Ukraine by increasing engagement around the organization's Ukraine response efforts.



If it wasn't for VidMob's Creative Intelligence tools and capabilities, we wouldn't have data-driven video assets to share. We're excited to continue working with VidMob in order to test out own new creative curiosities, such as including human presence earlier on, word variations, & color contrast.

Tony Morain

VP of Communications

DIRECT RELIEF

VidMob's video assets for this project saw a 3.4% higher click-through rate compared to their account's campaign average; it also accounted for more than 80% of all video views, 78% of all video clicks to the organization's donation page, and had a lower cost per conversion than other video campaigns: \$84 vs \$137.



Read the full Good Story HERE

The campaign gave us good insights and ideas on how we should approach our upcoming campaigns.



Director of Marketing & Communications

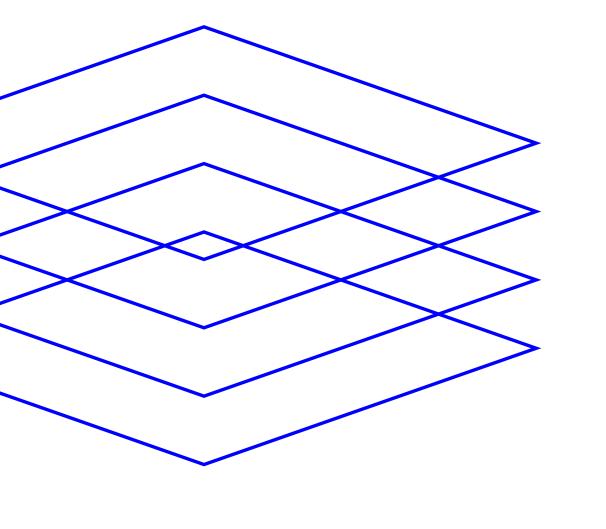
TECHO US







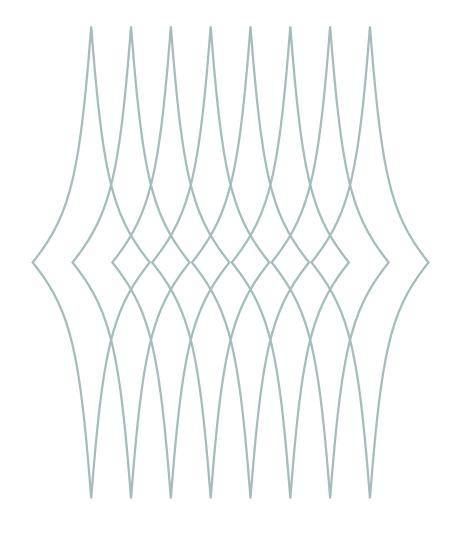
TECHO





Today over 200 million people live in poverty in Latin America and the Caribbean without proper homes, potable water, sewage, or electricity access. TECHO (teh-choh) is a youthled nonprofit working to change that. VidMob's Creative Intelligence helped TECHO understand the importance of focusing on the volunteer experience.

Check out the full Good Story HERE



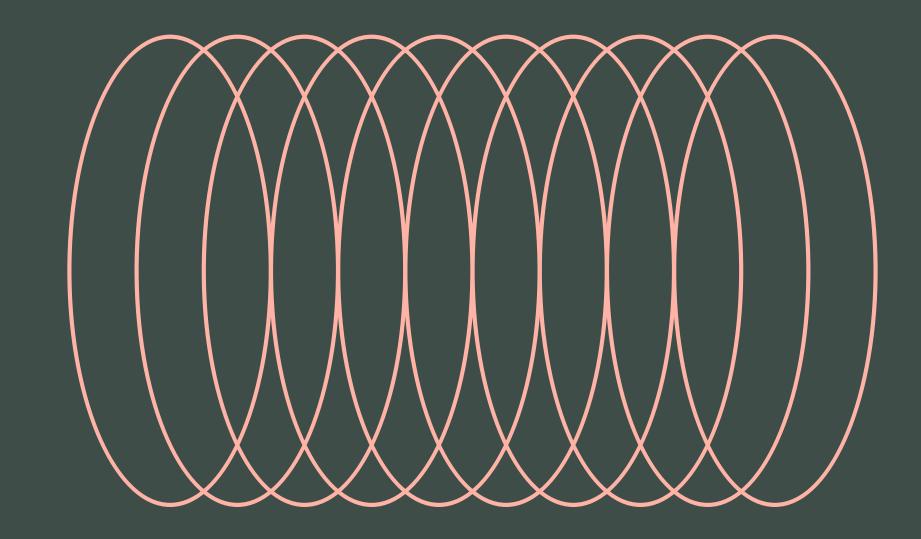
Service as a...

catalyst

At the time of publication, Gives has already completed 74 projects in 2022 alone, with a total of 361 creative outputs. And that's just the beginning – there's plenty more to celebrate.

71 Projects completed

361 Outputs created



DIRECT RELIEF

Our videos helped to purchase Emergency Medical Pack bags filled with supplies and equipment to meet a variety of prevalent disaster-related medical issues in Ukraine.

Here's what Direct Relief has done since the war broke out:



\$15 million

in financial assistance



9()()+ tons

of medical aid



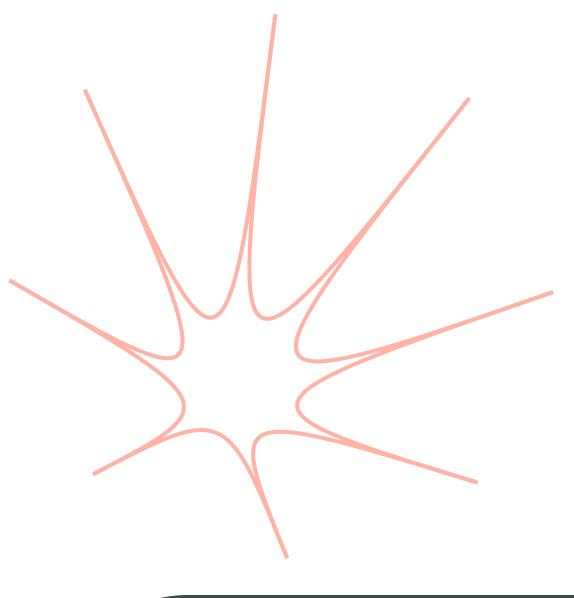
400 hospitals

and clinics received aid

Live well with HIV. Don't live with stigma.

HIV IRELAND

Helped 67 people living with HIV access HIV Ireland's Peer Support Program (an increase of 139% and surpassing their 42% increase goal).





BLUE STAR FAMILIES

Helped generate 689 welcome gift sign-ups and cards for military families moving this year to give them a sense of welcome, belonging, and community.



TECHO

- 17 VidMob staff traveled to Rio de Janeiro, Brazil
 - homes built over the course of 3 days
 - people received a safe new house to call home

VidMob Gives Blog Posts

Hungry for more Gives content?

Check out this collection of Gives blog posts.

Bethany's Gait

(Featured Interview)

Black History Month Black History Month

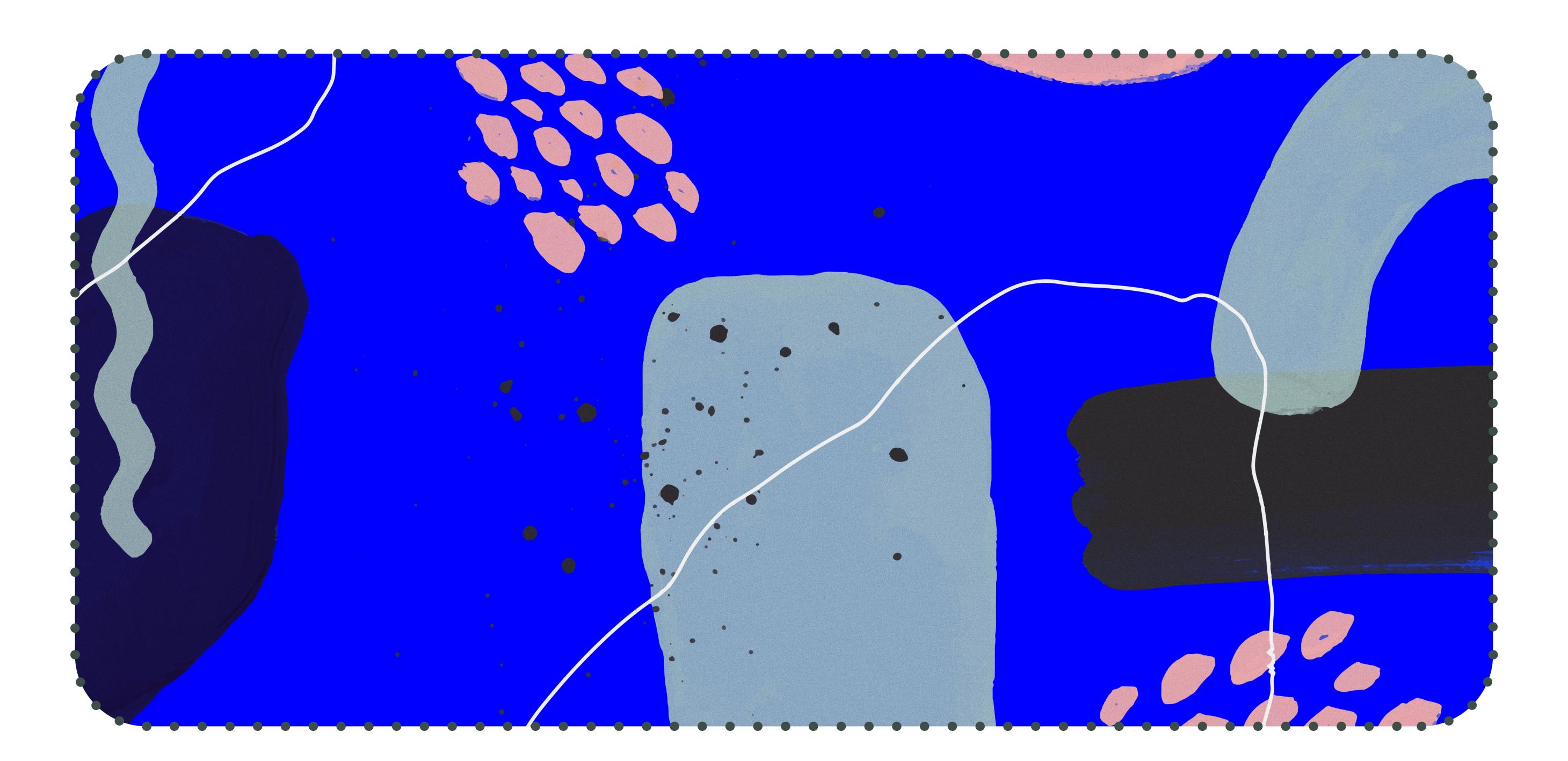
The MusicianShip

Climate Week in Action

- National Resources Defence Council (NRDC)
- Players for the Planet
- Recreate Responsibly
- RMI

DEI: Leading a Diversity Workshop

Building Hope in Brazil



Earth Day

- Healthy Gulf
- Conservation Law Foundation
- National Resources Defence Council (NRDC)
- Players for the Planet
- Protect Our Winters
- Recreate Responsibly
- The Recycling Partnership
- Santa Cruz Mountains Trail Stewardship

International Day of Peace

- UN Women USA
- Yoga and Sport with Refugees
- Impartial
- Reesha

International Day of the Girl

- Komera
- Equality Now

International Refugee Day Ukrainian Creator Project:

- Post 1
- Post 2
- Post 3

Mental Health Awareness Month

Rise Above the Disorder (RAD)

On Purpose- all 3 episodes

Pledge 1%: VidMob Joins Pledge 1%

Ronald McDonald House NY

Executive Director, Dr. Ruth Browne

(Featured Interview)

Veterans Day

Blue Star Families

Women's History Month

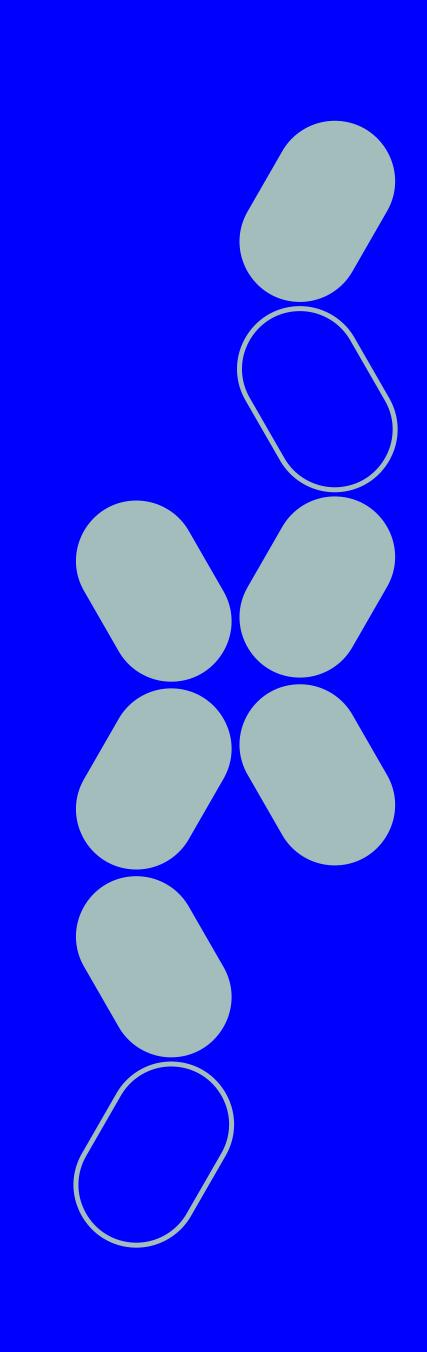
- Amplify Girls
- One Young World
- Equality Now
- Edna Adan Hospital Foundation
- UN Women
- Komera

World Autism Day

- Ad Council
- Autism Speaks

World Homelessness Week

Community Solutions



Service as a...

If you're feeling motivated to get involved with VidMob Gives or any of our partners, there are lots of ways to make a difference.



NYC, Chicago, Singapore, Atlanta, LA, Palo Alto, Austin, and a remote staff group are organizing volunteer and Take Action activities.

SOLUTIONS

Working to achieve a lasting end to homelessness that leaves no one behind.



The Protect Our Winters Action Fund promotes immediate climate action by helping to get

see: People/Orgs climate champions elected.

See: People/Orgs climate champions elected.

Sollow on Instagrant



uses the power of the law to create enduring equality for women and girls everywhere.



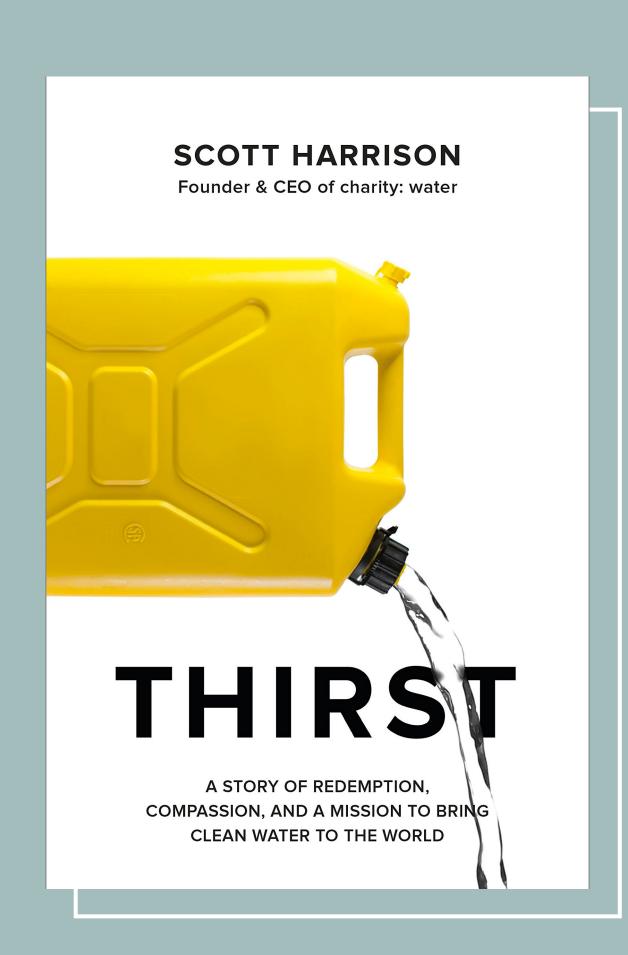
Where creativity and causes converge, the Ad Council uses the power of communication to create change.



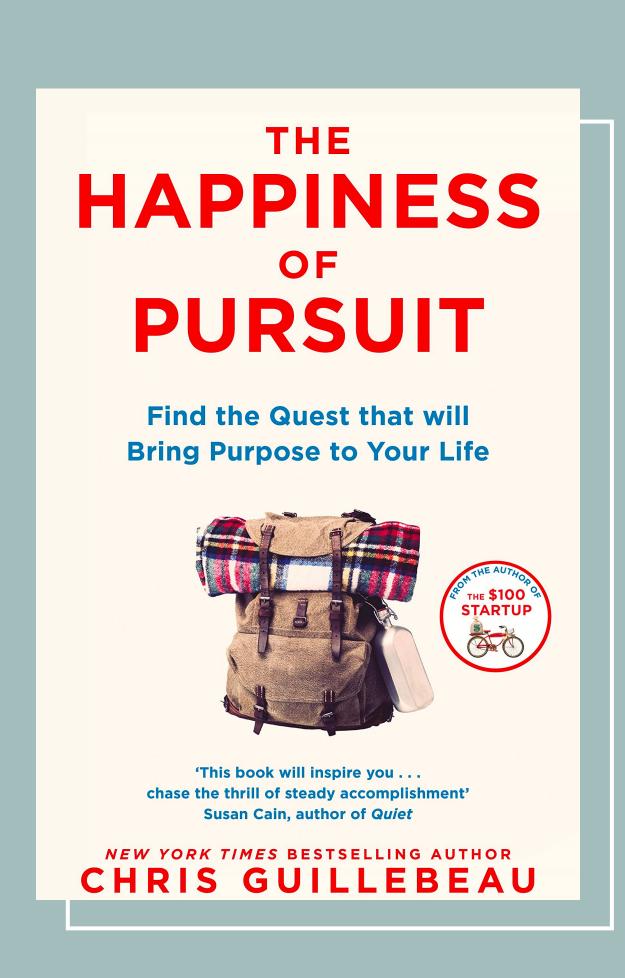
provides emergency medical assistance and disaster relief.

Learn: sources of inspiration

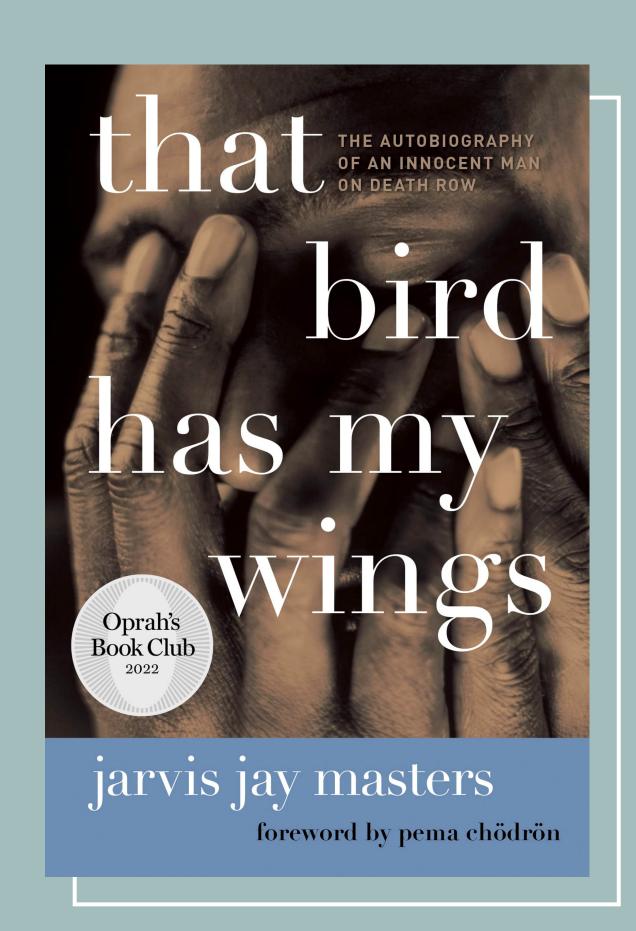
Books



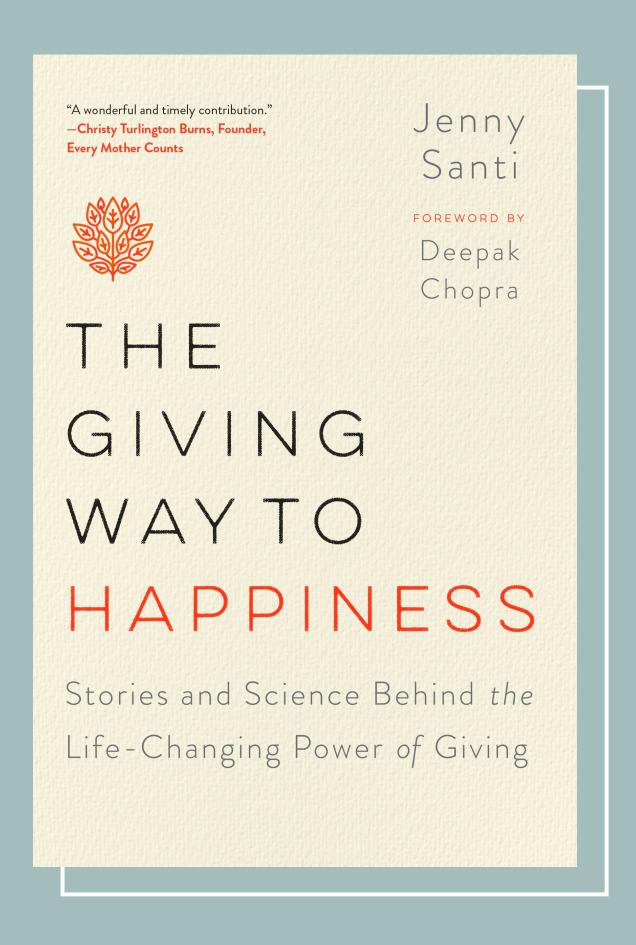
Thirst
by Scott
Harrison



The Happiness
of Pursuit
by Chris
Guillebeau



That Bird Has
My Wings
by Jarvis Jay
Masters



The Giving Way
to Happiness
by Jenny Santi

Documentaries



My Octopus Teacher (2020)

Daughters of Destiny (2017)

Gives merch

is now available, including merch from some of our nonprofit partners.

ORDER HERE

101 on the environment of Social Impact

Burr Purnell Executive Director of Social Good

There is an old adage that repeat often: "Give someone a fish, and they eat for a day. Teach someone to fish, and they eat for a lifetime." From climate change to global conflict, to diversity and inclusion, our industry's ability to support important causes and amplify messaging is unprecedented. Publishers are not the only mem- tise. They need our worldbers of our industry who can class creative services, our get important content to media buying prowess, our

audiences on a global scale. In the US, the Ad Council plays an important role in delivering time sensitive public service announcements to inspire action and change lives. From information on COVID to natural disasters, the Ad Council doesn't just need our money, they need our technology and exper-

targeting data and so much more. Sending in checks is sive world has become their important, and I'm not ar- North Star. guing that we stop writing checks, but service grants I'm an optimist and I choose have the power to deliver to look through the lens of tangible benefits to NPOs when it comes to amplifying critical, often lifes a ving messages, at a moment's notice.

There are numerous ways that companies in our industry can align their work to think about how it's our rewith the needs of the world. Some companies in forthebettermentoftheplanthe digital space are starting to consider how to reduce their carbon footprint (Scope3, SeenThis), others have integrated sustainability directly into their supply Many of us are ready. chain. For other companies (Kargo, Mirriad), committing

to a more diverse and inclu-

shared abundance and prosperity. Clearly, digital media is a powerful force. And, like it or not, our industry shapes the information that's delivered to billions of people every day. Many of us have started sponsibility to use that force et and humankind. I have no doubt that our industry can drive unparalleled change for people and the planet.

Are you?

