



VidMob Gives: Good Impact Report

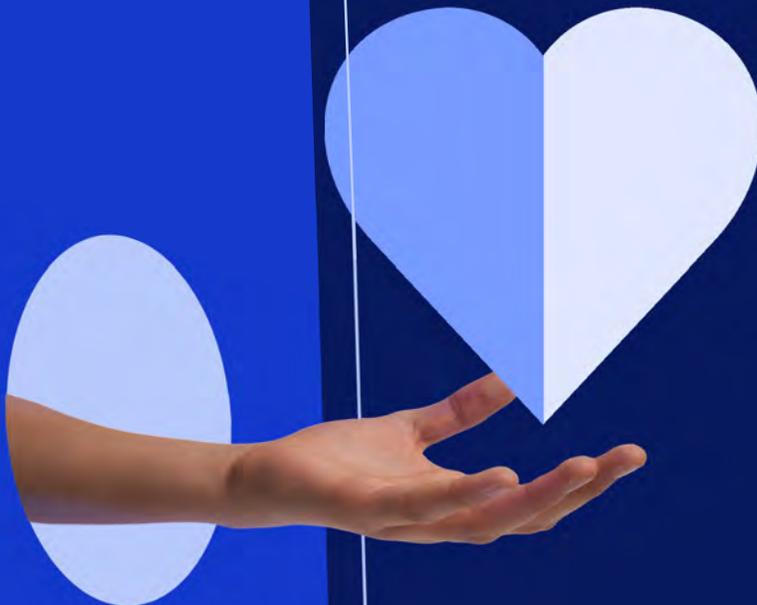
2020

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vidmob gives

VidMob Gives is a foundation dedicated to helping non-profit organizations around the world to build creative marketing capacity. We offer free access to the award-winning technology and talent network used by leading brands to enable NPOs to create, measure, and optimize digital content.

The Foundation also runs programs to support a diverse range of related initiatives, including a strong focus on combating systemic inequalities and racism.



Introducing Our Good Impact Report

2020 was a big year for VidMob Gives, and 2021 is set to be even bigger.

To help shed more light on all that, and to chart our progress so far, we launched this **Good Impact Report**. Here, we'll share more about our work to date, celebrate some key successes for our community, and outline major new milestones ahead.

About this report

VidMob Gives measures its impact using what's known as the **VidMob Gives Score**. The Score is a reflection of how well Gives is performing in a given quarter in relation to its goals. This report presents key updates from 2019-2020, based on that Score.



From contributing to global pandemic relief efforts, and raising awareness for social justice, to supporting numerous other good causes, we've been working harder than ever to empower organizations everywhere to deliver benefits to their communities.

Burr Purnell

Executive Director of Social Good,
VidMob Gives

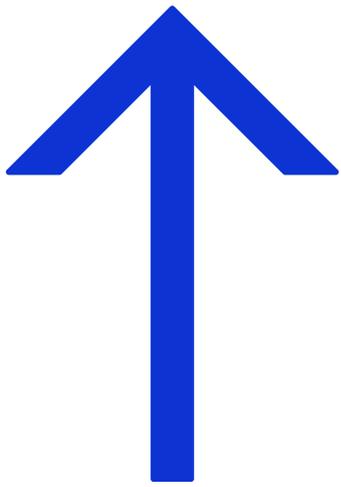


INTERNATIONAL
OLYMPIC
COMMITTEE

LESBIAN ISLAND
AUTHENTIC G...

#SportWelcomes

YOGA
AND
SPORT
WITH REFUGEES



1

Growing a Good Community

2020 was a transformative year for the VidMob Gives community. Organizations were busy finding their feet as the world changed overnight. As a result, the year also fueled novel approaches to campaign collaboration, and helped us to increase support for the global nonprofit community.



Good
Stories



The end to end collaboration with VidMob Gives was seamless... and the short clip [gave] an excellent overview of the importance of the Institute's work.

Marilyn Fraser
MD, Chief Executive Officer,
Arthur Ashe Institute for
Urban Health



vidmob



Despite the challenges of 2020, VidMob Gives ended the year with cause for celebration.

As of December, the Foundation had helped **108 nonprofits** to share their stories with the world, and to produce the creative assets they needed to make an impact. Most of all, these were opportunities to support communities in need.

To get there, our small, but mighty team onboarded more than **double the number of organizations** than in 2019, Gives' inaugural year. This set the pace for our busiest year to date, and enabled us to pledge support for even more good causes in places as far afield as Malawi, Brazil, and the United Kingdom.



Key Results 2020:

64

new nonprofits onboarded

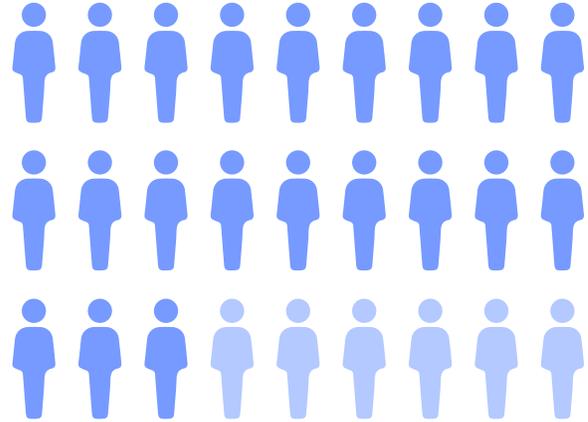
+213%

growth in support

82%

employee engagement

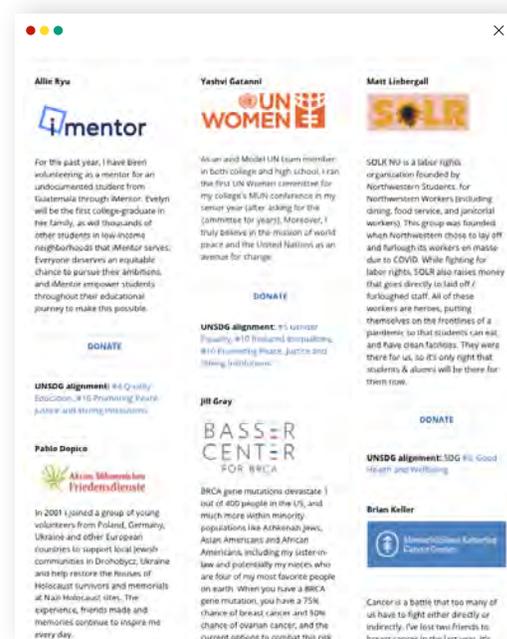
Over **154 VidMob employees**—in addition to Executive Director of Social Good Burr Purnell—volunteered their time to support the nonprofit community. These pledges took many forms, including hosting best practice (virtual) workshops, sharing insightful blog articles, and providing their project management expertise and strategic services!



In Q3, Burr was asked to speak at **Facebook’s Friday for Good Virtual Summit**, in Ireland. His presentation focused on simple, yet powerful creative techniques that charities in EMEA could use for the upcoming holiday season.



We Care. Launched in 2020, We Care is a portal for VidMobers to pledge support for each other and our favorite good causes. As a result of the nominations, 12 NPOs received charitable donations from Gives in 2020.





AVENUES 
FOR  **JUSTICE**
Andrew Glover Youth Program

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Making an Impact

Last year, VidMob Gives was fortunate enough to support more than twice as many charitable projects around the world as in 2019. Along the way, we also focused on opportunities to make bigger—and hopefully lasting—social change as a company and Foundation.



Amidst stressful, unforeseen circumstances and overall uncertainty about the year ahead, VidMob enabled Child Legacy to stay in the minds and hearts of our supporter family, to remotely raise funds and to expand our network's reach.

Jeff Rogers
Co-founder & CEO,
Child Legacy International





As VidMob's charitable foundation, Gives' goal is to help nonprofits to share their stories with the world. To fulfill that pledge, our network of talented creators had produced **425 videos for partner NPOs across 23 countries** by the end of 2020.



To get there, **we almost tripled our production capacity** between 2019 and 2020. That capacity was put to the test in **spring 2020**, a challenging quarter for advertisers in the wake of COVID-19, and Gives' **busiest quarter on record**.

Key Results 2020:

425

creative assets
produced

23

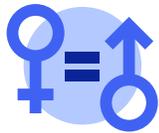
countries

3x

production
capacity

60%

of all Gives projects included a
female-identifying project manager



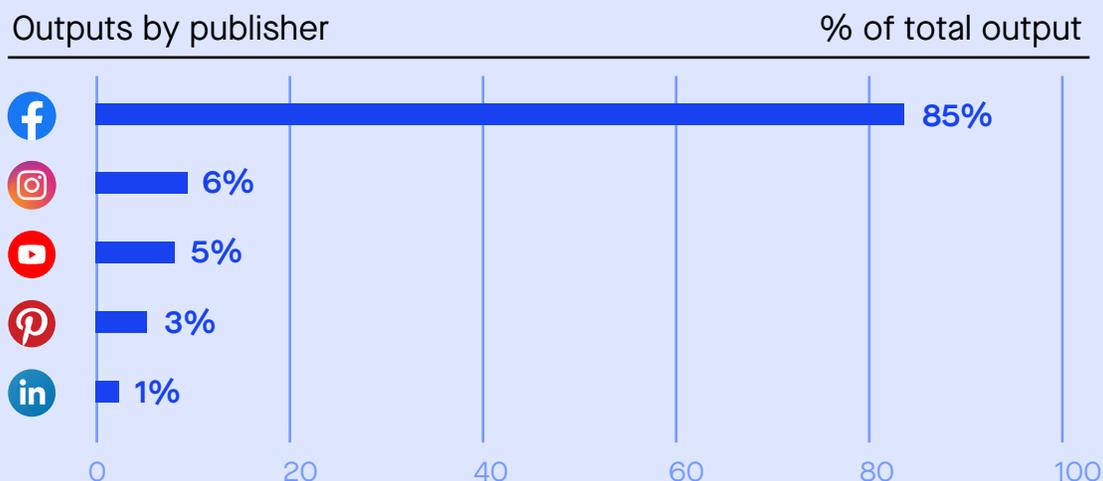
As well as keeping our community safe during the pandemic, Vidmob Gives continued its fight for **gender and racial equality**. To stay true to that mission, we kept track of how our teams were doing in terms of diversity.

While there's room for growth overall, female-identifying project managers were in the majority. **It's a start.**

How It Works

By applying industry expertise and best practice from a range of social platforms, every video asset produced by the VidMob Creator Network is designed to perform optimally across each platform.

Here's how that played out in 2020:





AWF

Image provided by

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Our Permanent Commitment

Making meaningful change matters. That's why every VidMob Gives collaboration starts by defining a **Meaningful and Measurable Impact (MMI)**, or target goal for a project relative to a nonprofit's community.

Instead of prescriptive KPIs, the Gives MMI is built around impact. What really matters to us is creating tangible benefits to communities, like working to support actual people, lives, and habitats. That process also entails aligning with the **UN Sustainable Development Goal(s) (SDGs)** that each project and NPO are working to address.



VidMob was founded on the belief that everyone should have the opportunity to tell their story, and to get their message across in the most impactful way to their audience. VidMob Gives helps us to bring that capability to nonprofits—people doing amazing things on behalf of all of us—that work matters. We're proud to show our support.

Alex Collmer
CEO, VidMob

International Commitment

UN Sustainable Development Goals (SDGs)

In 2020, Gives pledged support for initiatives spanning a wide range of SDGs, but none more so than **UN SDG3: Good Health and Wellbeing**.



Our nonprofit partners delivered on that pledge by raising awareness and funds for causes such as:



Combatting COVID-19
(CDC Foundation)



Lowering maternal mortality rates
(Edna Adan Foundation)



Improving childhood cancer survival rates and support
(Ronald McDonald House NY - USA, Instituto Heleninha - Brazil)

To date, VidMob Gives projects have contributed toward **13 of the 17 UN SDGs**.

57 videos were produced on behalf of 10 NPOs to fight the global pandemic of COVID-19.

VidMob Gives also ran **four outreach projects** to benefit the communities in which we work and live.

National Commitment

Social Justice

In 2020, people wanted to make their voices heard. To further our commitment to **social justice**, we were proud to support the work of organizations fighting for racial equality, including:



In 2021, along with a continued commitment to supporting the UN SDGs, we stand in solidarity with nonprofits dedicated to overcoming injustice of any kind.

Local Commitment

To support our local communities, VidMob Gives also ran outreach projects of its own.

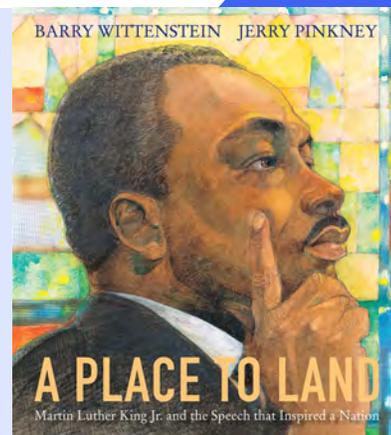
For example, as part of VidMob's 2020 **holiday gift giving**, we sent 300 new lambswool blankets to nonprofits who work in the coldest communities where we have employees:

➔ **Lincoln Park Community Services:**
Empowering individuals facing homelessness and poverty to secure stable housing.

➔ **WIN NYC:**
Providing safe housing and critical services to help homeless women and children.

➔ **Soldier On:**
Committed to ending veteran homelessness by providing housing and services.

In honor of Black History Month 2020, VidMob partnered with NYC Department of Education to distribute 265 copies of "A Place to Land" by Berry Wittenstein, to local schoolchildren.





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Looking Forward

To catch up about progress made in 2021, watch out for our next report. Until then, here's an overview of ways we plan to make an impact this year:

- Continuing to grow our support for the nonprofit community
- Sharing a wider range of creative best practices
- Delivering more opportunities to do good using the power of Intelligent Creative, and beyond!



We loved the experience...and would not have the capacity to create videos without [this] assistance.

Sandeep Bathala
Executive Director,
Edna Adan Hospital Foundation



**EDNA ADAN
HOSPITAL
FOUNDATION**

This year, we're looking to grow our support for nonprofits around the world by more than a third compared to 2020.

To get involved, reach out to:
info@vidmob.gives

With a growing number of marketers set to quantify their creative decisions in the year ahead, we're looking forward to sharing even more tailored insights for nonprofits to amplify your media performance.

As we partner with a growing number of nonprofits around the world, our product team is busy putting data-backed creative insights—aligned by SDG—to their good use.

Watch out for a series of in-depth guides to boosting campaign performance by SDG on the website soon.

And we'll continue to pledge support for organizations around the world doing critical good work for people and our planet, like this:





AWF

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Gives Goes Graphic

Impact matters, and at VidMob, so does data. Otherwise, results are meaningless.

To keep track of our results, and ensure we stay true to the VidMob Gives mission, we quantify our work using a rigorous set of metrics, and what's known as our Impact Score.



VidMob was the right partner for this campaign because our previous [collaboration]...yielded more than 334,000 views on a single Facebook video—an increase of more than 600 percent compared to other videos published... that same year!

Brett Nolan
Social Media Manager,
African Wildlife Foundation



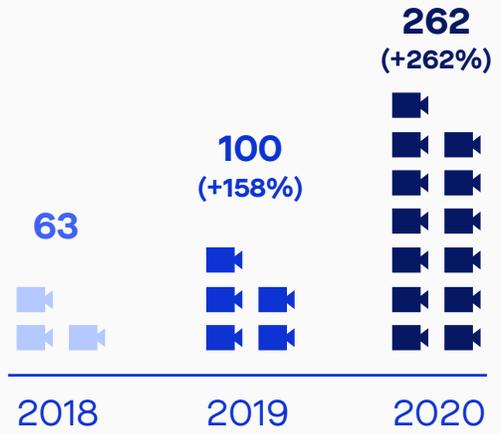


Here's an overview of how VidMob Gives **has grown its support** for the nonprofit community, starting in 2018 when we were just getting up to speed, until 2020.

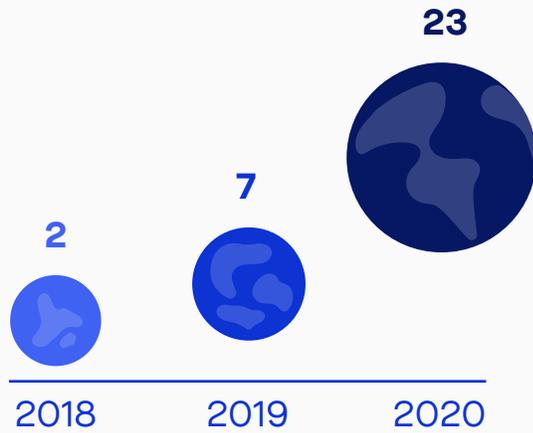
NPOs supported



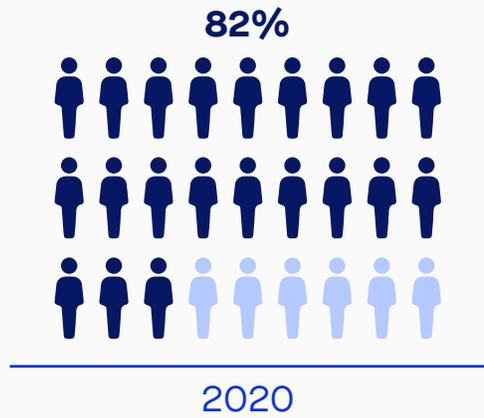
Unique video assets produced



Countries served



Participation in Gives projects (VidMob employees)



Impact Score

How it works

Gives generates a score, calculated out of 100, at the end of every quarter. That score is based on the weighted average of four subscores, which align to specific parts of Gives' mission:

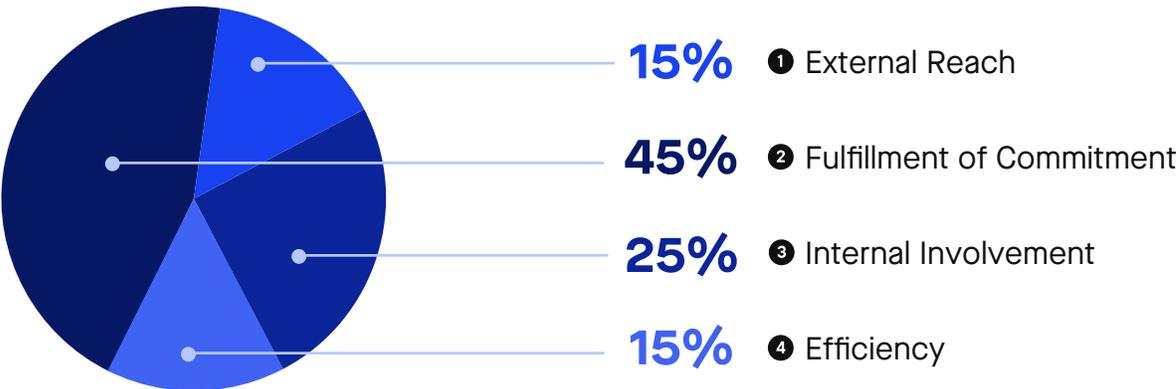
1 External Reach:
Looks at how well VidMob Gives shares its work and the work of NPOs with the world.

2 Fulfillment of Commitment:
Defines the extent to which the Foundation supports a diverse selection of nonprofits.

3 Internal Involvement:
An internal measure of the level of participation in Gives projects across the VidMob organization.

4 Efficiency:
An assessment of how efficiently Gives delivers support to each partner using the resources at its disposal.

Each data point is also weighted to reflect its importance relative to Gives' overall mission based on our current operating model:





2020 Impact Score

80

out of 100

As of Q4 2020, Gives had scored **80/100** on the Impact Score. There's room for improvement, and we're excited to continue that good work.

Chart our progress in the next Impact Report.

