HFPA - World Bank Forum:
Global challenges require Global Solutions:
Innovative Partnerships between the Entertainment and Development Sectors

7.27.2022
WHO WE ARE: ADVANCING GOOD

We are a social impact agency that elevates the issues that matter, builds coalitions, and drives movements to advance the collective good.
OUR VALUES

WHAT WE BELIEVE

• People are inherently good.
• It’s our job to make them aware of worthwhile causes and empower them to purposeful action.
• Systems change is a result of culture, behavior, and policy change.
• It’s within our reach to create a socially just world, together.
HOW WE HELP

LEVERAGING POP CULTURE TO MAKE A DIFFERENCE

We leverage the power of popular culture and celebrity to create campaigns that make a difference—from international philanthropies developing large-scale initiatives to labor unions driving local action or socially-conscious individuals exploring ways to give back.
ROTARY INTERNATIONAL

BACKGROUND

Rotary International wanted to re-energize its End Polio Now campaign because, after 30 years, there was member and donor fatigue, even though polio had been eradicated in all but four countries: Nigeria, Pakistan, Afghanistan, and India.

SOLUTION

We worked with Rotary to expand its End Polio Now campaign from a small number of celebrities to a large cabinet of influential figures from around the world. We then actively engaged and managed those public figures to drive global awareness and energy around the need to eradicate polio on an international scale.

IMPACT

We helped raise $200M for the Rotary Foundation and $4B for the international community, generating 1.5B audience impressions and $29M in earned media overall.

This campaign contributed to global efforts to eradicate polio and:

- Re-engaged 1.2M Rotary members around the world
- Resumed previously interrupted vaccination programs in Nigeria, one of three remaining epidemic countries
- India—once considered a global epicenter for polio—celebrated three years polio-free in 2014
WHOM WE SERVE

DOING GOOD ISN’T JUST OUR SPECIALTY, IT’S OUR SOLE FOCUS

We work exclusively with non-profits, foundations, NGOs, organized movements, philanthropists, and purpose-driven businesses.
WHAT YOU NEED IS WHAT WE DO—NOTHING MORE, NOTHING LESS

Our modular approach is flexible to meet the varying needs of our clients, enabling us to manage a multi-level campaign from scratch or integrate credible voices to amplify something already in the works.
Go Give One is a COVID-19 vaccine equity fundraising campaign that calls on everyone, everywhere to play their part in helping to vaccinate the world. Created by WHO Foundation, the money raised goes to an international financial mechanism called COVAX Advanced Market Commitment, which buys COVID-19 vaccines for the world, prioritizing those who need them the most in countries that cannot afford them.

**Objectives**

1. Raise $1 million dollars in a consumer-facing appeal to individuals in the general public to donate in support of vaccine equity through Go Give One
2. Increase the reach of the WHO Foundation and the Go Give One Campaign by increasing coverage (media and social) and engaging influencers to amplify the work of the WHO Foundation
3. Engage new partners in supporting the Go Give One campaign to further amplify the campaign

**Launch**

Launched on September 25, 2021 at the Global Citizen Live concert in Paris in partnership with MasterCard. The celebrities involved in the launch were Elton John who announced it from the stage and in New York, the Duke and Duchess of Sussex supported the call for vaccine equity, serving as co-chairs for Global Citizen’s Vax Live campaign in 2021.

**Partnerships**

This was a partnership between the WHO Foundation, COVAX, ELMA Vaccines and Immunization Foundation, Global Citizen, MasterCard, Entertain Impact, and Elton John with support from the Duke and Duchess of Sussex.
ELMA VACCINES AND IMMUNIZATION FOUNDATION OUTCOMES

DONATIONS

● Collected over $1.68 million dollars in donations from individuals around the world from September 24, 2021 - January 17, 2022. This means $2.68 million are going to the Gavi COVAX AMC to purchase approximately 536,000 COVID-19 vaccines for low and middle-income countries in 2022.

REACH

● Reached 1 million social media users, 1.8 million social post impressions served, 500,000 video views secured, 4,646 link clicks to gogiveone.org

MEDIA PARTNERSHIPS

● Facilitated paid media partnership with VICE Media included sponsored ads, a content hub and an editorial coverage. Organic search traffic to GG1 has gone up 48.5% compared to the preceding period and donations rose from 11.7% to 20.4%

PR

● Expanded WHO Foundation and Go Give One media coverage, including PR Week, Financial Times, GQ, Sky News, CNBC, San Francisco Chronicle and many more.
HOW WE WORK

IMMERSION
This is when we get deep into it. We ask you questions, conduct audits, analyze the landscape, exchange intel, and learn all we can about your world.

RESEARCH & STRATEGY
We have an extensive research team. This is usually when they’re most heavily involved. Based on what we discover, we develop a strategy for your campaign. Typically, we present you a couple of strategic approaches and, together, determine a path forward.

PLANNING
Here, we flesh out the strategy and creative direction with tactics and messages. Timelines are developed, ideas are vetted, budgets are reviewed. This is also when we identify impact partners, from corporate sponsors to celebrities and public figures, to help elevate your campaign.

EXECUTION
What happens here depends on what you need—whether that’s creative production, public figure engagement, procurement, pushing out content, or something else. This is when all the thinking, research, and strategic planning turn into action and impact. Pretty exciting stuff.

MEASUREMENT
We typically establish success metrics when we’re going through your goals and objectives. At this stage, we gauge how we’ve done across those metrics, celebrate successes, and offer takeaways for future campaigns.
PIXAR’S “COCO” & GRAMMY MUSIC EDUCATION COALITION

BACKGROUND
The GRAMMY Music Education Coalition (GMEC) is a collaborative movement focused on universal participation in music education in public elementary schools and increased participation in secondary schools across America. In 2017, GMEC wanted to maximize the coalition’s launch and move toward its organizational goal of funding 30K teachers and impacting 2M students by 2021.

SOLUTION
Using our industry relationships through our entertainment affiliate, Eye2Ear, we brokered a relationship between Pixar’s “Coco” and GMEC to promote the film’s release and the organization’s launch.

IMPACT
Supported by Walt Disney Studios, GMEC, and the Berklee College of Music, we were able to provide new educational materials to Berklee’s online music education resource, Berklee Pulse.

The Disney/Pixar “Coco” team donated 300 Cordoba guitars—a gift that was matched by the Guitar Center—to GMEC’s inaugural school system partners.

By the end of the campaign 25 All-Star Artist Ambassadors engaged. Artists supporters included: Rita Ora, Kristin Chenoweth, Regina Spektor, Luis Fonsi, Stephen Marley, and Bebe Rexha amongst others.
OUR TEAM!

A collective of thinkers, doers, connectors, and communicators, dedicated to creating a socially just world.

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VP of Talent*

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*Team member is not FTE
THANK YOU!