From Moment to Movement

KAB's 2026-2030 Strategic Evolution

RFP Exhibits

Presented by

The Purpose Collaborative

RFP

EXHIBITS

KEEP AMERICA BEAUTIFUL

Transformation Proposal

THE PURPOSE COLLABORATIVE

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Your KAB Transformation Team

Proven leaders in movement building, strategy, technology, organization development and nonprofit transformation

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Balaji Ganapathy

Lead & Strategic Director

Business Model Innovation • Org Transformation • Tech Strategy • Federated Networks • Movement Builder

26 years | Board advisor | $650M CSR at TCS

Carol Cone

Brand & Narrative Strategy

Movement Building • Fundraising • Change Management

40 years | 100+ nonprofits advised | Board facilitation

Chris Noble

Development, Marketing & Affiliate Engagement

Unrestricted and Digital Fundraising • Network Activation • Creative Strategy

17 years | CARE global | $200M raised | Network builder

Lavanya Chary

Technology & Data Lead

AI/ML Strategy • Platform Architecture • Salesforce

20 years | Google, MetLife, Broadcom | AI evangelist

Audrey Sylvia

Research & Integration

Research Synthesis • Strategic Docs • Board Materials

20 years | Nonprofit transformation specialist

Casey Sherman

Training & Engagement

Gen Z Impact • Nonprofit Dev • Communications

8 years | Hands-on development & events

The Purpose Collaborative | Transforming KAB & its 761 Affiliates

Collective expertise: 150+ years in nonprofit transformation

Our Capabilities

Six integrated service areas to power KAB's strategic evolution

01

Strategic Planning & OD

Organizational design and long-term planning frameworks

02

Network Creation & Activation

Building digital connective tissue for affiliate networks

03

Fundraising & Unrestricted Revenue

Diversified funding strategies and unrestricted capital

04

Technology, AI & Data

AI-native workflows and real-time analytics platforms

05

Movement & Brand Visibility

Cultural identity creation and sustained engagement

06

Capacity Building & Training

Empowering affiliates with scalable knowledge systems

Balaji Ganapathy

Lead & Strategic Director

Global Social Impact Leader | Board Advisor | Systems Thinker

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Balaji Ganapathy is a globally respected social impact leader, strategist, and board advisor building organizations, teams, and leaders who serve society and the planet with humility and a pioneering spirit.

As former Chief Social Responsibility Officer at Tata Consultancy Services (TCS), the $30B technology services firm, he built one of the world's largest corporate social impact portfolios, leading a 200-member team and empowering 30+ million people across 55 countries, investing $650M in marginalized communities.

With singular focus on 'prosperity at the last mile,' he led groundbreaking social innovations in K-12 education, employment, entrepreneurship, economic inclusion, health, water, sustainability, climate action, and impact investing. A tech-savvy systems thinker, he set new standards for digital inclusion, measurable impact at scale, and long-term sustainability through grassroots ownership.

His paradigm 'Purpose is the new Tech' unlocks the value-quad: business growth, employee purpose, community impact, and shareholder returns. Under his leadership, TCS witnessed 30x revenue growth, 20 million volunteer hours, 188 shared value partnerships, and $21.3 billion brand value.

A Charles H. Moore 'Charlie Award' winner, his board service includes the World Economic Forum, U.S. Chamber of Commerce Foundation, and Chief Executives for Corporate Purpose. His public engagements span the United Nations, White House, Stanford, Harvard, Wharton, and SXSW.

KEY HIGHLIGHTS

- $650M invested in marginalized communities
- 30+ million people empowered across 55 countries
- 20 million volunteer hours mobilized
- World Economic Forum steering committee member

Carol Cone

Brand & Narrative Strategy

KEY HIGHLIGHTS

- Named one of world's 7 leading purpose pioneers
- Created the Cone/Roper Report on social purpose
- 40+ years building movements that last
- Advised 100+ nonprofits on brand strategy

Purpose Pioneer | Movement Builder | 40 Years Transforming Brands

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Carol Cone is internationally recognized for all aspects of her work in purpose. She pioneered the movement now known as social purpose in the 80s, recognizing the power of bringing society inside business and brands for significant social and business impact.

Since then, she has driven constant evolution in the strategy and practice of purpose, with a relentless passion for breakthrough, enduring results. Carol created the first research related to social purpose, the Cone/Roper Report, and dozens since. She has led the industry with thought leadership to advance purpose as core business strategy.

She is credited with forming multiple social movements around issues including breast cancer, heart disease prevention, early childhood education, walking, and social purpose. At Sustainable Brands 2019, she was named one of the world's seven leading purpose pioneers.

Carol Cone ON PURPOSE is her return to her entrepreneurial roots and life's passion: to educate, inspire, and accelerate purpose programs and impacts for organizations, nonprofits, and individuals around the world. For more than 30 years, she has created built-to-last programs that deeply engage employees, infuse new meaning into storied brands, forge new partnerships, and deliver enduring business and societal impact.

Carol adamantly believes that today, companies and brands must stand for something beyond the bottom line.

Chris Noble

Development, Marketing & Affiliate Engagement

Serial Entrepreneur | Corporate Partnerships Leader | $500M+ Raised

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Chris Noble is a serial entrepreneur with more than 17 years of experience running high-tech startups, building a career around identifying, championing, and executing new ideas. He lived the full Silicon Valley experience, going from five guys in a garage to IPO, and just about everything in between.

As a Matchfire Partner and CEO, Chris helped run over 1,200 campaigns that raised more than $500M for charity by bringing together brands, celebrities, and nonprofits. Now leading corporate partnerships at CARE.org, his team works to help more than 90 million people in 100 countries every year, turning corporate resources into real community impact.

His path wasn't exactly linear. After running political campaigns, he discovered a love for building teams but needed a different arena. That led to 20+ years in tech startups, where he learned how to take ideas from the back of a napkin and make them real. Along the way, he raised serious capital ($17M for one venture), built companies from scratch (sold some, crashed some), and eventually found his sweet spot: using business as a force for good.

At CARE, Chris focuses on fighting global poverty by investing in women and girls, because they're the architects of sustainable change. He shares these experiences at venues like SXSW, TEDx, and Blogworld. He takes the work of creating positive change seriously, himself, not so much.

KEY HIGHLIGHTS

- $500M+ raised across 1,200+ campaigns
- CARE.org reaching 90M people in 100 countries
- 20+ years building tech startups
- TEDx and SXSW speaker

Lavanya Chary

Technology & Data Lead

AI Product Leader | Enterprise Platforms | Systems Thinker

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Lavanya Chary is a Senior Product Leader specializing in enterprise AI and revenue platforms, with 20+ years translating technical possibility into measurable business outcomes across Google, MetLife, VMware/Broadcom, and Omnissa.

Coming from a developer background, she thinks in systems and tradeoffs, but stays focused on what matters: products that solve real problems and create tangible value. At Omnissa, she led the migration of 1,500+ users to a unified Salesforce platform, unlocking $177M in pipeline within 5 months. Her Gen AI and Agentforce automations boosted rep productivity by 40%, winning over resistant sales leaders.

Her expertise spans AI/ML products, revenue platforms, and workflow automation. She starts with the problem, not the technology, identifying business challenges that represent defensible ROI opportunities. She believes in establishing governance before scaling, building with production in mind from day one, and using human-in-the-loop where confidence is low.

Lavanya builds AI-driven products hands-on to validate what actually works before applying learnings to enterprise strategy. Her portfolio includes predictive analytics, agentic systems, RAG pipelines, and computer vision projects. When measuring what matters, she prioritizes business metrics over technical metrics, unit economics over feature count, and outcomes that compound at scale.

That's where she adds the most value: building organizational capability that translates technical leverage into sustainable competitive advantage.

KEY HIGHLIGHTS

- $177M pipeline unlocked in 5 months
- 40% productivity gain through AI automation
- 37% YoY SaaS revenue growth at VMware
- 10+ hands-on AI projects in portfolio

Audrey Sylvia

Research & Integration

KEY HIGHLIGHTS

- Led LUNG FORCE & Saved By The Scan campaigns
- 20+ years nonprofit & corporate experience
- Expert in cause marketing & partnerships
- Strategic planning & board materials specialist

Purpose Maven | Campaign Architect | Movement Builder

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Audrey Sylvia is a passionate and high-performing purpose maven bringing more than 20 years of creative leadership with both companies and nonprofits.

She specializes in purpose, cause marketing, nonprofit communications, corporate partnership development, strategic planning, brand awareness, beneficiary and storyteller engagement, and movement-building.

Most recently, Audrey led the American Lung Association on development and launch of its organization-wide, multifaceted campaigns LUNG FORCE and Saved By The Scan. Both campaigns drove significant gains in awareness, fundraising, and real behavior change, demonstrating her ability to translate strategy into measurable impact both nationally and across a federated affiate network.

Audrey has been with the industry-leading Cone team for 5 years. Her experience bridges the gap between strategic vision and nationwide grassroots execution, making her invaluable in translating complex transformation initiatives into actionable plans.

Her unique combination of nonprofit operations experience and corporate partnership expertise enables her to understand challenges from multiple perspectives and craft solutions that work for all stakeholders. She excels at synthesizing research, developing board-ready materials, and ensuring strategic coherence across complex, multi-stakeholder initiatives.

Audrey brings both the rigor of strategic planning and the creativity of campaign development to every project she touches.

Casey Sherman

Training & Support

KEY HIGHLIGHTS

- Led March for Our Lives Parkland (30K attendees)
- Co-founded nonprofit reaching 50K students/semester
- Duke Public Policy graduate
- Featured in NYT, CNN, CBS, AP

Gen Z Impact Strategist | Movement Organizer | Purpose Consultant

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Casey Sherman is a social and environmental impact strategist blending grassroots activism and high-level strategy expertise to drive innovation, collaboration, and shared progress against social and environmental goals.

Following the 2018 shooting at her high school, Marjory Stoneman Douglas, Casey assumed the role of Lead Student Coordinator for March for Our Lives in Parkland, galvanizing over 30,000 people and helping launch one of the world's largest gun violence prevention movements. She then co-founded Empower the People, a national nonprofit focused on civic education serving up to 50,000 students per semester across all 50 states.

Casey's foundation in authentic engagement now informs her work as a Senior Associate at Carol Cone On Purpose, where she helps companies and nonprofits turn purpose-driven strategies into meaningful action. Over four years at one of the world's pioneering social impact consultancies, she has worked across industries tackling critical global challenges, from climate resilience and sustainable infrastructure to rural education gaps and health system resilience.

A 2023 Duke University Public Policy graduate, Casey has been recognized as a Diller Teen Tikkun Olam Award recipient and We Are Family Foundation Global Teen Leader. Her work has garnered coverage from CNN, CBS, New York Times, and Associated Press.

She continues speaking on youth engagement, corporate social responsibility, and authentic purpose-driven business strategy at prominent conferences including Page.

Network Creation | Technology & Data | Movement Building | Strategy & OD | Capacity & Training

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Million Women Mentors: From Moment to Movement

Balaji Ganapathy | Vice Chair MWM | 5-Year National Mission | $5-7M National Org | 1 million goal, 2.3 million achieved

National movement with local roots

Network Creation | Technology & Data | Movement Building | Strategy & OD | Capacity & Training

Million Women Mentors: From Moment to Movement

Balaji Ganapathy | Vice Chair MWM | 5-Year National Mission | $5-7M National Org | 230% Goal Achievement

THE MISSION (2014)

Engage **1 million** industry professionals to mentor girls and women in STEM within 5 years.

THE NETWORK

Unified **100s of nonprofit affiliates** across 40 states and 50 corporates by integrating campaigns, tech, data and marketing.

THE APPROACH

Built **federated network** of corporates, youth orgs, policy makers, and affiliates into millions of self-perpetuating mentor-mentee loops.

THE PLATFORM

Tech backbone enabling pledges, mentor connections, resources, capacity building and **measurable results**.

THE RESULT (2019)

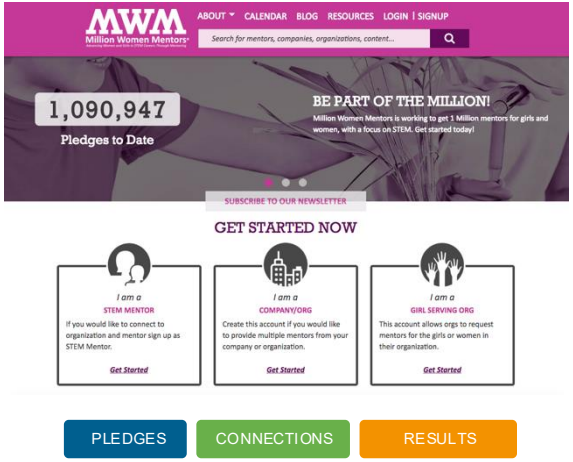
Exceeded goal. Women in STEM grew 29% to 34%. Movement still active in states and local chapters!

2.3M	1.7M	40
Mentor Pledges	Relationships	U.S. States

5-Year Anniversary Video

60+	50+	100s
Youth Orgs	Corporates	Affiliates

MWM TECH PLATFORM



PLEDGES | CONNECTIONS | RESULTS

KAB APPLICATION: REPLICATING THE PLAYBOOK

The same platform architecture that unified hundreds of MWM affiliates will activate **KAB's 761 affiliates** across all 50 states. We will integrate campaigns, tech, data and marketing to transform **25,000 community cleanups** into a unified national movement.

National movement with local roots

Network Creation | Technology & Data | Movement Building | Strategy & OD | Capacity & Training

Million Women Mentors: From Moment to Movement

Balaji Ganapathy | Vice Chair MWM | 5-Year National Mission | $5-7M National Org | 230% Goal Achievement

SAMPLE WORK PRODUCT

The strategic approach to achieve a million mentors for women & girls in STEM was built on on:

- DEMAND – Youth serving affiliates from across the U.S.
- SUPPLY – Mentors from industry, government, institutions
- CONNECTION – Platform that enables movement building
- RESOURCES – High quality mentoring guides, playbooks, practices to drive outcomes

The Mentoring

5

Pathways to Mentor

20hrs Minimum Per Year (just 2 hrs/month)

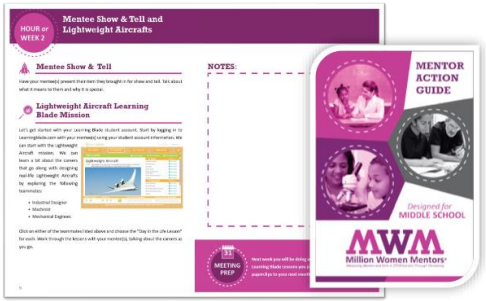
- Face to face mentoring
- Online mentoring
- Paid internships or apprenticeships
- Workplace mentoring at your company
- Sponsorship (and Hire)

Web Portal Account Types

Individuals – Those that sign up on their own to mentor.	= MENTOR PLEDGE
Companies / Associations – That can provide mentors.	= MENTOR PLEDGES
Non-Profits – Organizations that can provide mentees.	= MENTORING OPPORTUNITIES
State Organizations – Groups that will work on the state pledges	= ORGANIZATION and PUBLICITY

STATE PLEDGE MAP

Mentor Action Guide & Many Resources



Mentor Action Guides for Different Age Groups

Visit www.millionwomenmentors.org/resources - for this and other resources

National movement with local roots

Network Creation | Technology & Data | Movement Building | Strategy & OD | Capacity & Training

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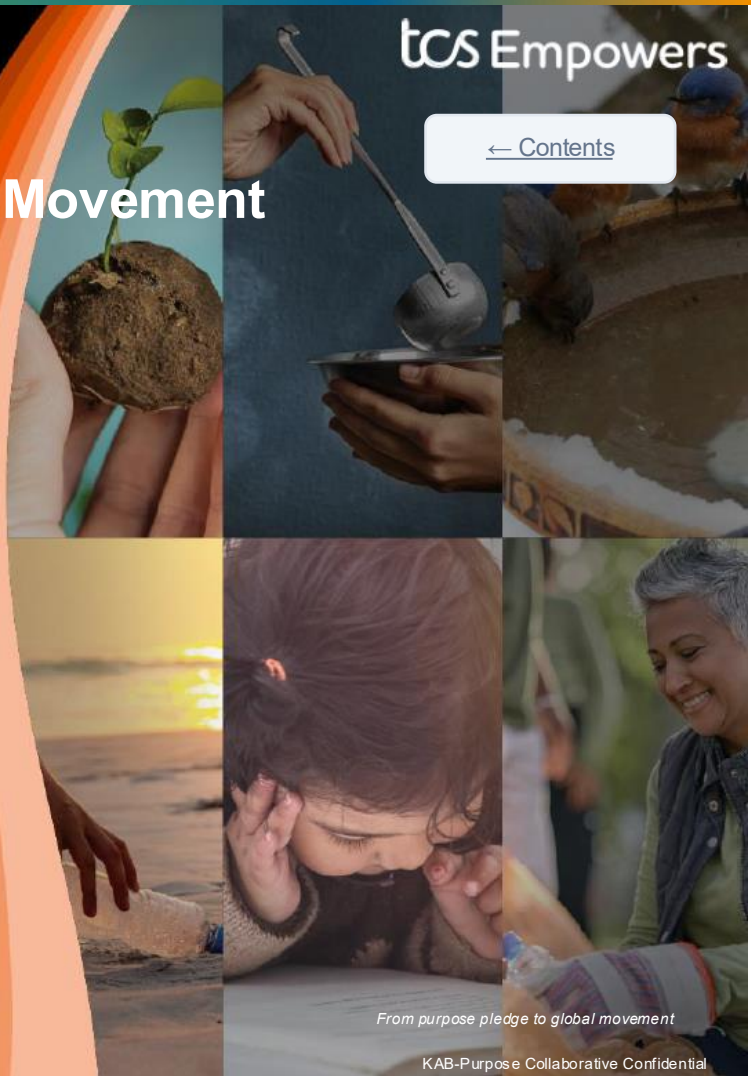
TCS HOPE: Building a Global Volunteering Movement

Balaji Ganapathy | TCS | **World's #1 Company for Volunteering**

HOPE



From purpose pledge to global movement

Network Creation | Technology & Data | Movement Building | Strategy & OD | Capacity & Training

TCS HOPE: Building a Global Volunteering Movement

Balaji Ganapathy | TCS | **World's #1 Company for Volunteering**

THE VISION (2022)

A volunteering initiative for the people, by the people, mobilizing 600K+ employees globally to support community impact by volunteering 1 million hours per quarter.

THE NETWORK

Purpose Councils at 150 business groups, 500 branches, 55 countries, each with 5-7 CSR SPOCs driving local activation globally.

THE APPROACH

Purpose Pledges for all from CEO to employees, cascading accountability through the organization. **380 Purpose Projects** from 17 UN SDGs, measured for evidence of local impact. Employees choose **how, where, and with whom** they volunteer.

THE PLATFORM

#myPurpose portal manages volunteer journey end-to-end: campaigns, mobilization, tracking, and **real-time impact reporting**.

THE RESULT

18.5 million hours of purpose, serving 19 million people across Biodiversity, Climate Action, Education, Skilling, Mental Health, Circularity, Conservation, Nonprofit capacity & more.

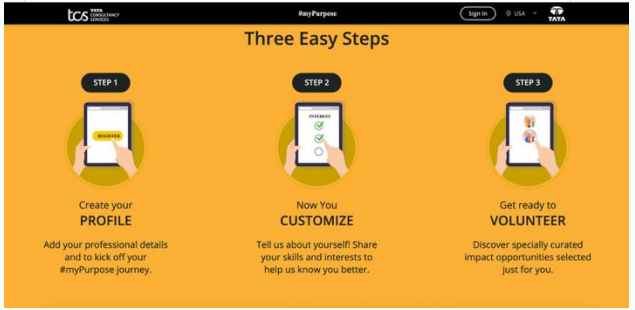
18.5M	344K+	19M
Hours of Purpose	Unique Volunteers	Lives Impacted

HOPE: 1st year impact

380+	150+	55
Purpose Projects	Nonprofit Partners	Countries

THE HOPE OPERATING MODEL

- **Purpose Projects** - 380+ unique ways to impact against 17 SDGs
- **Purpose Councils** - Local activation teams across 500 locations
- **Omni-channel Campaigns** – Personalized through platform
- **#myPurpose Portal** – Pledge, volunteer, track and measure impact



KAB APPLICATION: REPLICATING THE PLAYBOOK

The same **purpose-driven ecosystem** will transform KAB's occasional cleanups into a **strategic force**. Purpose Councils at community level. **Skill-based volunteering** matching 761 affiliates with corporate partners for **sustainable, long-term community impact**.

From purpose pledge to global movement

Network Creation | Technology & Data | Movement Building | Strategy & OD | Capacity & Training

TCS HOPE: Building a Global Volunteering Movement

Balaji Ganapathy | TCS | **World's #1 Company for Volunteering**

SAMPLE WORK PRODUCT

The strategic approach to achieve a million hours of volunteering a quarter, building on four interconnected pillars:

- Purpose Projects
- Omni-channel campaigns
- Purpose councils
- #myPurpose global tech platform

What will it take to achieve a #millionhoursofpurpose

Purpose Projects

Planned daily/weekly/monthly volunteer event calendar with:

Company wide campaigns that are low-barrier for entry & easy to do

+

Unit-level efforts customized for purpose themes

+

Joint efforts pledging to support customers causes

+

Branch-level drives to engage RTO population

+

Tata Engage, Employees' own personal causes

Omni-channel Campaigns

Call to volunteer:

Ultimatix messages from CEO & senior leadership team

+

A home page section dedicated to volunteerism on Ultimatix

+

Company-wide campaigns on UTX, Teams, Email, Social media

+

Unit/geo level campaigns: theme based, featuring unit/geo leader

+

TCS News/Radio

+

Corp/Unit/Geo MarCom channels

Purpose Councils

Leadership group of CSR SPOCs for a unit/geo/function/region

- 5-7 members nominated by BG/unit
- Plan for & drive the efforts against the Purpose Pledge of the unit head across branches
- 2-3 representatives from each branch
- Mobilize cross-functional teams to own at regional/local level.
- Drive participation in events & programs against the volunteer calendar
- Amplify impact, report efforts

#myPurpose Platform

A reimagined platform to manage the volunteer journey, start-to-end

- Publish volunteer calendar events
- Drive registration of volunteers
- Track volunteer participation
- Report progress at branch, unit, geo, TCS level

+

Drive reporting of employees' own efforts through P4L

Movement & Brand Visibility | Fundraising

LUNG FORCE

Audrey Sylvia | Movement Creation Mastery

THE SHIFT

Created unified, emotionally compelling platform to cut through low awareness and fragmentation across clean air and various lung disease programs and mobilize broader audiences.

THE APPROACH

Built LUNG FORCE, ALA's cause platform focused on lung cancer, the #1 cancer killer of women—not breast cancer. Only 1% of women knew this, creating massive opportunity to engage women as healthcare influencers for their families and communities.

THE RESULTS (SINCE 2014)

10B+ impressions; 300K+ engaged community members; awareness increased from 1% to 21%; secured CVS Health as national sponsor; activated 300+ storytellers and celebrities including Valerie Harper and Laura Dern; increased research investment 167%; created lung cancer screening campaign reaching 1M+ and boosting screening 22%

10+

Years of Sustained Impact

KAB APPLICATION

We're ready to help KAB unify efforts into a clear, **emotionally resonant movement with new assets and engagement opportunities** to mobilize communities and drive measurable impact.

LUNG FORCE

Audrey Sylvia | Movement Creation Mastery

AMERICAN LUNG ASSOCIATION.

STRATEGIC IMPERATIVES	Defeat lung cancer	Improve the air we breathe so it will not cause or worsen lung disease	Reduce the burden of lung disease on individuals and their families	Eliminate tobacco use and tobacco-related diseases
DISEASE STATES	Asthma	Lung Cancer	Tuberculosis	Influenza	Pneumonia	COPD
ALL ASPECTS OF DISEASE	Prevention	Early Detection	Treatment			
APPROACH	Health Education	Advocacy	Research			

LUNG FORCE

Audrey Sylvia | Movement Creation Mastery

OUR GOALS

Through LUNG FORCE, we are striving to:

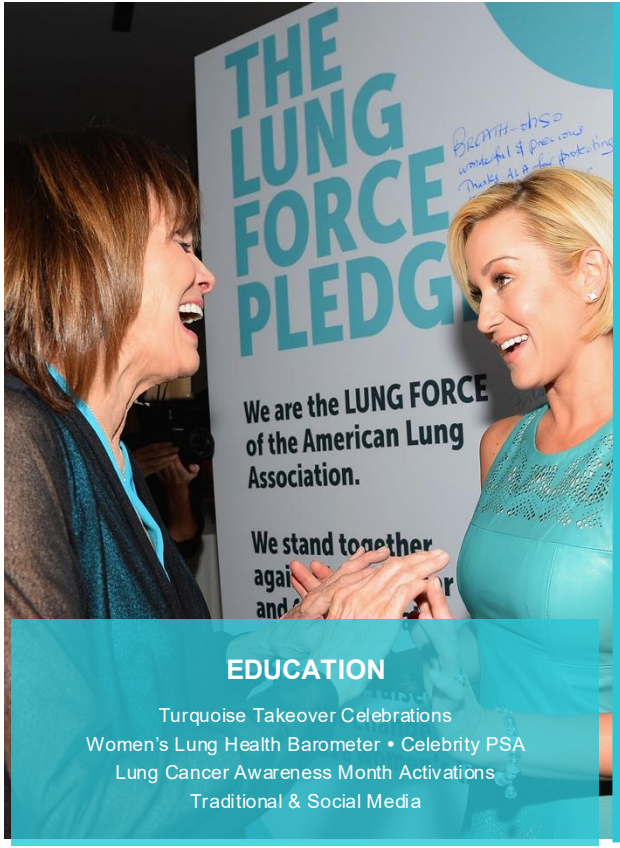
Increase women's awareness of lung cancer as their #1 cancer killer

Educate and empower patients and healthcare providers

Raise critical funds for lung cancer research

Success Video

Movement & Brand Visibility | Fundraising | Strategy | Capacity & Training

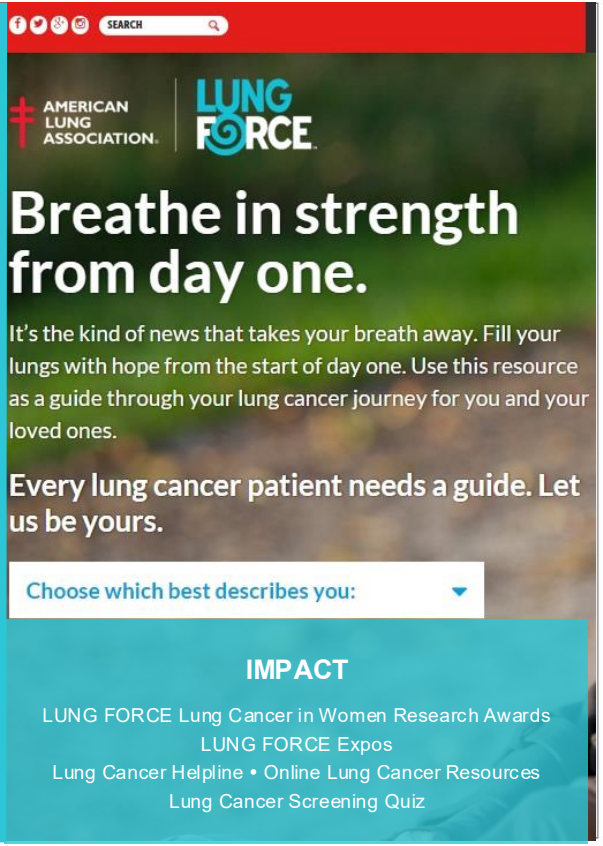


EDUCATION

Turquoise Takeover Celebrations
Women's Lung Health Barometer • Celebrity PSA
Lung Cancer Awareness Month Activations
Traditional & Social Media

FUNDRAISING

Cause Marketing • LUNG FORCE Walks
Workplace Giving • Corporate Sponsorships
Advocacy • Direct Mail



IMPACT

LUNG FORCE Lung Cancer in Women Research Awards
LUNG FORCE Expos
Lung Cancer Helpline • Online Lung Cancer Resources
Lung Cancer Screening Quiz

AMERICAN LUNG ASSOCIATION. | LUNG FORCE

Movement & Brand Visibility | Fundraising | Capacity & Training

Go Red For Women

Carol Cone | Movement Creation Mastery

THE SHIFT

Moved from limited awareness of women and heart disease to a breakthrough movement building knowledge and action to save thousands of lives, raising nearly 1$ billion in funds, that made women's heart health central to personal health and wellbeing.

THE LONGEVITY

Over **20+ years of sustained relevance**. The red dress became a symbol recognized across demographics, with the Go Red call to action comprehensively activated at the national, regional and local levels.

THE APPROACH

Created a best practice framework building intellectual, emotional and cultural resonance built to expand over time, to be personally and culturally relevant.

20+

Years of Sustained Impact

KAB APPLICATION

The same methodology will help KAB **engage younger generations** and transform stewardship into personal and cultural identities.

Movement & Brand Visibility | Fundraising | Capacity & Training

Go Red For Women

Carol Cone | Movement Creation Mastery

22-year Success Video

Movement Architecture

Go Red for women

Women and Heart Disease

Women 35-54

National Wear Red Day

Signature Strategy

Interactive/ e-commerce

PR/Advertising

Advocacy

Healthcare

Cities Go Red

Go Red Luncheons

Go Red Makeover

Strategic Alliances

Fundraising & Diversified Revenue | Strategic Planning

CARE

Chris Noble | Revenue Transformation

THE WIN

In 2020, the 75th Anniversary of CARE coincided with the spread of COVID-19, and required reimagining and relaunching the CARE Package for a whole new generation. Doing so led to unlocking more than $200M in restricted and **unrestricted funding** that gives organizations flexibility to invest in infrastructure and innovation.

THE APPROACH

Strategic pivot from restricted corporate grants to **flexible capital**. Diversified funding streams.

THE RESULT

Empowered the organization to act with agility and invest in long-term capacity building.

Key Insight

Flexible Capital = Organizational Agility

KAB APPLICATION

We will apply the same revenue diversification strategy to help KAB **fund its internal infrastructure**.

Data Strategy | AI Prioritization | Technology Roadmap | Capacity Building

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AI & Data Strategy: Building Organizational Capability at Scale

Lavanya Chary | Google, KPMG, MetLife, Broadcom | Enterprise Platforms & AI Transformation

DATA-DRIVEN APPROACH

Start with **measurable baselines**. Define success metrics before building. Business outcomes over vanity metrics. Track what compounds.

AI USE CASE PRIORITIZATION

Identify **defensible ROI opportunities** first. Human-in-the-loop where confidence is low. Governance frameworks before scaling.

TECHNOLOGY ROADMAP

Build with **production in mind from day one**. Platform architecture that scales. Phased rollouts with fallback strategies.

CAPACITY BUILDING

Train teams on new workflows. **Organizational capability** that outlasts any single project. Skills transfer at every level.

THE RESULT

Technical leverage into sustainable competitive advantage. Systems that learn, teams that grow, impact that scales.

40%	$177M	86%
AI Productivity Gain	Pipeline Unlocked	Platform Adoption

LLM APPLICATION

AI FEEDBACK ANALYZER

Problem: Feedback scattered across surveys, tickets, and reviews. Manual analysis doesn't scale.

Solution: Aggregates feedback, categorizes issues, detects sentiment, surfaces what matters most so teams know exactly where to focus.

KAB: Surface affiliate needs across 761 chapters instantly

AGENTIC SYSTEMS

MULTI-AGENT SUPPORT

Problem: Routine requests eat up time that should go to strategic work. Small teams can't scale.

Solution: Automates the predictable, routes edge cases to humans, uses confidence checks to maintain quality at scale.

KAB: National team scales to 761 affiliates without burnout

KAB APPLICATION: THE SAME PLAYBOOK

Tech: Phased platform rollout with affiliate-level dashboards

Data: Unified tracking across 761 affiliates and 25K cleanups

AI: Volunteer matching, impact prediction, resource optimization

Capacity: Train affiliate leaders on data-driven decision making

From technical leverage to organizational capability

Fundraising & Diversified Revenue | Strategic Planning

Chris Noble | Revenue Transformation

AMERICAN CINEMATHEQUE

A rebrand inspired by the experience of cinema. This brand project has been one of the most exciting branding projects we have ever worked on. Why? Because we needed to break the mold and make a splash in the overcrowded, attention vying, movie industry hubbub of not only Hollywood but the Nation.

We wanted the new look and feel to be edgy and modern, yet simple and complementary in order to represent the multigenre seeking, international movie-going audience. This brand needed to compete with the Beverly, and the Motion Picture Academy Museum, two of the AC's biggest competitors. Additionally, creating a brand identity that worked not only in digital channels but on the big screen in theatres was a new, exciting challenge that the team conquered.

- Award-Winning Design
- + Identity & Design
- + Brand Design
- + Web Design & Development
- + Digital Marketing
- + Multi-Media Design

Fundraising & Diversified Revenue

Strategic Planning

LG Experience Happiness

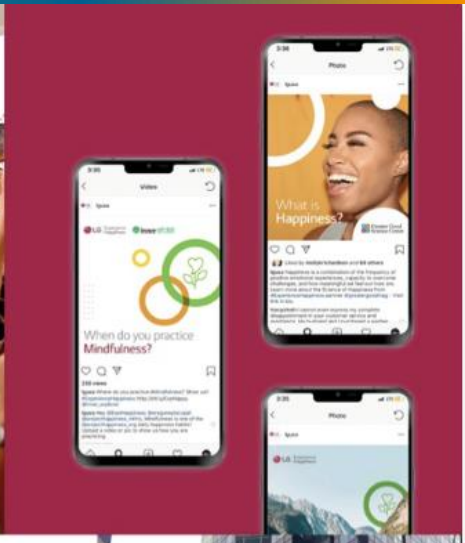
Chris Noble | Revenue Transformation

LG wanted to focus its cause marketing efforts around a solidified brand purpose, and give consumers more dimension to the tagline "Life's Good."

Matchfire planned, designed and launched a social purpose program that equips youth with the skills necessary to create sustainable happiness in their lives — a platform called Experience Happiness. Our phase one work included data intelligence and development of the strategic framework including non-profit partners. The brand design work included the program's identity, Times Square billboard, digital advertising, and a content hub – providing resources, digital experiences, and connecting users to the nonprofit partners dedicated to the mission of spreading youth happiness.

Phase II launched as a celebration reaching over 1.8 million youth in the first year – held at the top of One World Observatory in NYC on the International Day of Happiness, in partnership with Daybreaker. This large-scale event required an integrated promotional campaign with celebrity influencers, digital and video content, and most importantly, the opportunity to introduce the world to the amazing youth who share these happiness skills with everyone they meet. Now, we're spreading the word even further by leveraging LG's business units to develop cross-promotional strategies and integrate Experience Happiness into every consumer touchpoint.

+ Website
+ Data Intelligence
+ Platform Development
+ Visual Identity
+ Video
+ Digital Marketing
+ Event Marketing
+ Influencer Marketing
+ Social Media
+ Social Purpose



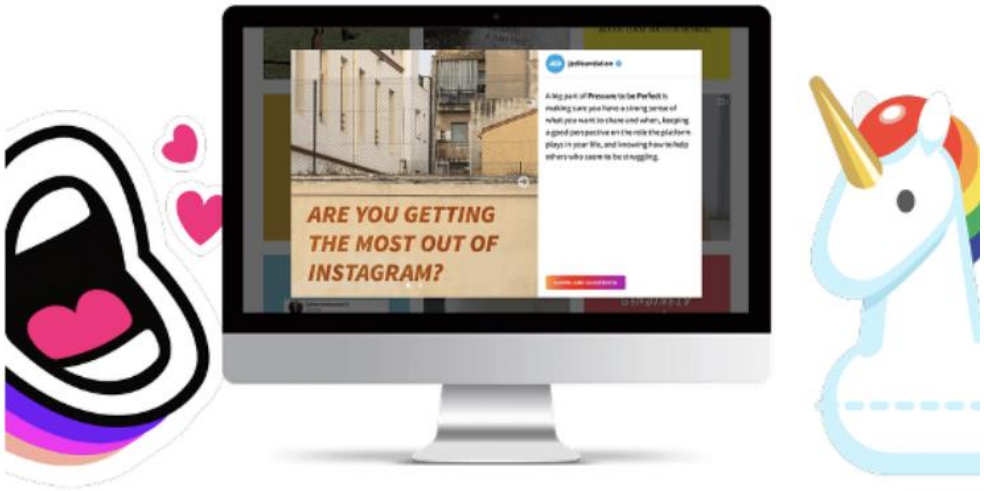
Fundraising & Diversified Revenue | Strategic Planning

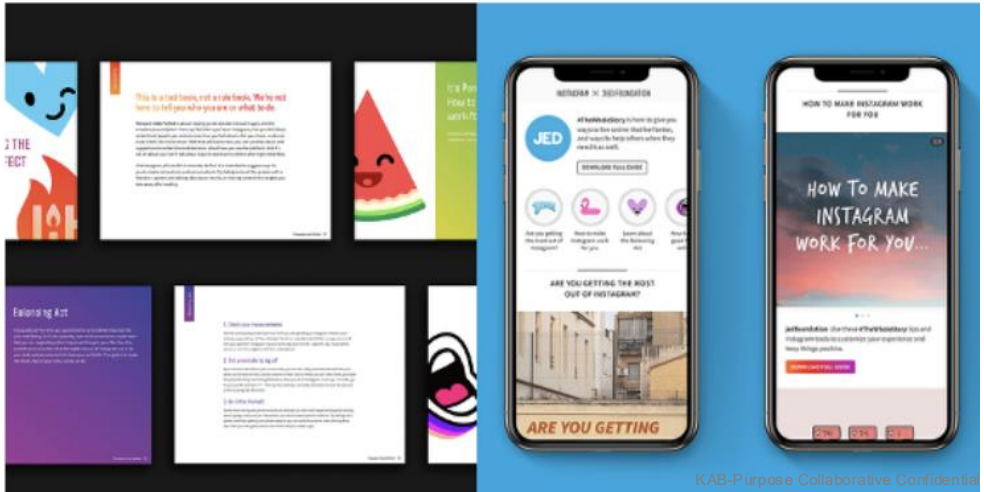
Chris Noble | Revenue Transformation

The Jed Foundation in collaboration with Instagram created the "Pressure to be Perfect" campaign – an initiative to help teens understand that the social media posts they see don't always reflect reality.

Matchfire was asked to create a digital toolkit for teens and parents to support this campaign. Leaning on first-hand experience and market research, we knew that a traditional PDF toolkit would not appeal to a younger audience of savvy technology users. Since the campaign was being led by Instagram and targeted to Instagram users, we concluded the best approach would be to give them something they were familiar with – an Instagram-like experience. The result was a website complete with a "profile picture" and "story highlights" allowing a user to easily navigate to each page section. Each section of the page corresponds with a section of the downloadable toolkit and was formatted to appear as an Instagram carousel post with a "profile name" and "caption." The page was also populated with content from The Jed Foundation Instagram profile. Each toolkit featured audience-specific content in a clean, modern layout and used bright, Instagram brand colors and "stickers" to create consistency with the website. Users were invited to download the toolkit through multiple CTA buttons throughout the site.

- Award-Winning Design
- + Web Design & Development
- + Identity & Design
- + Cause Marketing
- + Social Purpose





Fundraising & Diversified Revenue | Strategic Planning

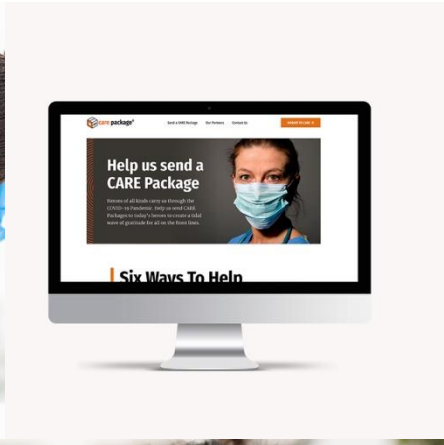
Chris Noble | Revenue Transformation

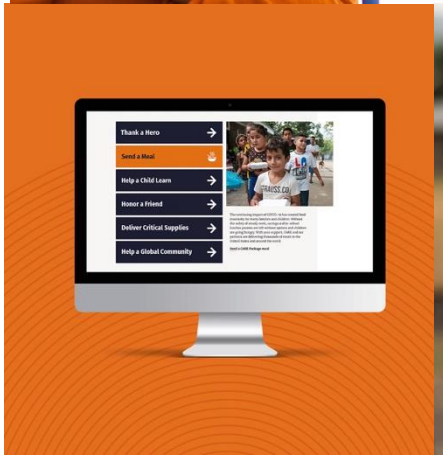
The Need
With an urgent need to launch the CARE Package program immediately, CARE came to Matchfire to quickly develop a website enabling people to send gift cards, messages of support and donations to support those on the frontlines of COVID-19.

The Approach
Thanks to a partnership with Mastercard, the website integrated directly with a third-party system to allow users to buy and send a gift card digitally, right from the CARE site. The site also allowed users to specify and donate to various CARE initiatives like delivering critical goods and services to vulnerable communities, including meals for school-aged children.

The Result
Relaunching the CARE Package to a whole new generation of Americans has led to an entire rebranding and refocusing of CARE's energy and mission in the USA, and resulted in more than $50M in Unrestricted Revenue.

Continued Success
Following this effort in 2020, Chris Noble has led the restructure and growth of CARE's Corporate Partnership, with his team bringing in more than $200M in restricted and unrestricted revenue.





Sample Work Product

Strategic plans, frameworks, and process summaries from our work with organizations like yours

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Organization-wide campaign framework for the American Lung Association with multi-pillar integration across education, fundraising, and impact.

Movement Building | Fundraising | Strategy & OD

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TCS HOPE Strategic Plan

Global volunteering movement framework achieving 18.5M hours of purpose across 55 countries with Purpose Councils and #myPurpose platform.

Network Creation | Movement Building

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Comprehensive CSR strategy empowering 30M+ people across 55 countries with $650M invested in marginalized communities.

Strategy & OD | Network Creation

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TCS CSR Strategy Team Exercise

Team workshop materials and exercises used to develop the TCS CSR strategy with collaborative planning frameworks.

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We've guided organizations through transformations like this dozens of times.
These aren't templates—they're proof of what we deliver.

← Contents

References

- **Edie** Fraser, Chair, Entrepreneurs on Purpose & Former Chair, Million Women Mentors
- **Lina** Klebanov, Head of CSR, North America, TCS
- **Justina** Nixon-Saintil, Chief Impact Officer, IBM
- **Nick** Costides, Global President of IT, UPS (Retd.)
- **Suzie** Upton, Chief Operating Officer, American Heart Association
- **Michelle** Donovan, Director, Head of Marketing & Experiences, GE Appliances