

# 2022 IMPACT REPORT

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## Our Mission

Bark Media tells the stories that connect hearts and minds to action and purpose. We help beneficial businesses and nonprofits amplify their mission, engage their communities, and elevate the impact of their work.



# A Letter from the Founders

## Your Positive Impact Is Our Success

Bark Media experienced an exciting year of growth in 2022. Throughout the year, we added numerous new clients as well as team members. We are happy to say the growth in our company aligned with expanded, meaningful work across our key impact areas: impact investing, the stakeholder economy, regenerative agriculture, antiracism, democracy reform, climate action, education, public safety and services, wellness, and the arts.

Our mission at Bark Media is to support leaders and organizations working toward a better future. We founded the company because we wanted to bring our expertise in storytelling, audience-building, and audience engagement to strengthen and support systemic change. We are humbled by the opportunity to continually expand upon that mission by adding talented new people to our team and inspiring new clients to our network.

**Our clients and team members are true changemakers, contributing to the work that is moving the needle on seemingly intractable challenges.**

The ongoing crises facing humanity shine a spotlight on the urgent need to make measurable, meaningful changes across numerous sectors of society. In many cases, there are effective, proven solutions — but we need to grow awareness, funding, scale, and execution to meet the level of the challenges we face. **Now is not the time to play it small.** Our clients are leading cutting-edge movements that will shape our world in the decades to come. We are here to support their bold initiatives with a combination of unfettered passion, unwavering authenticity, and smart, time-tested strategies.

**It is our honor to play a role in building awareness and action around their missions.**

– Lindsey Siegele, Jennifer Kongs, Jessica Kellner, and James Duft



# 2022 BARK MEDIA INFLUENCE

By the Numbers

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**1%**

Portion of revenue donated to charity.

**2M+**

Audience collectively reached by clients.

**38**

Organizations or thought leaders worked with to amplify their missions and grow their communities.

**40%**

Portion of energy sourced from renewables.





# IMPACT AREAS

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Through our work with purpose-driven businesses and nonprofits, Bark Media has helped our clients amplify their impact in crucial issue areas, including impact investing, the stakeholder economy, antiracism, political reform, climate action, education, public safety, and wellness. As these are all intersectional issues, many of our clients touch multiple areas of impact. Below are some highlights from the areas in which our work has made a notable impact.

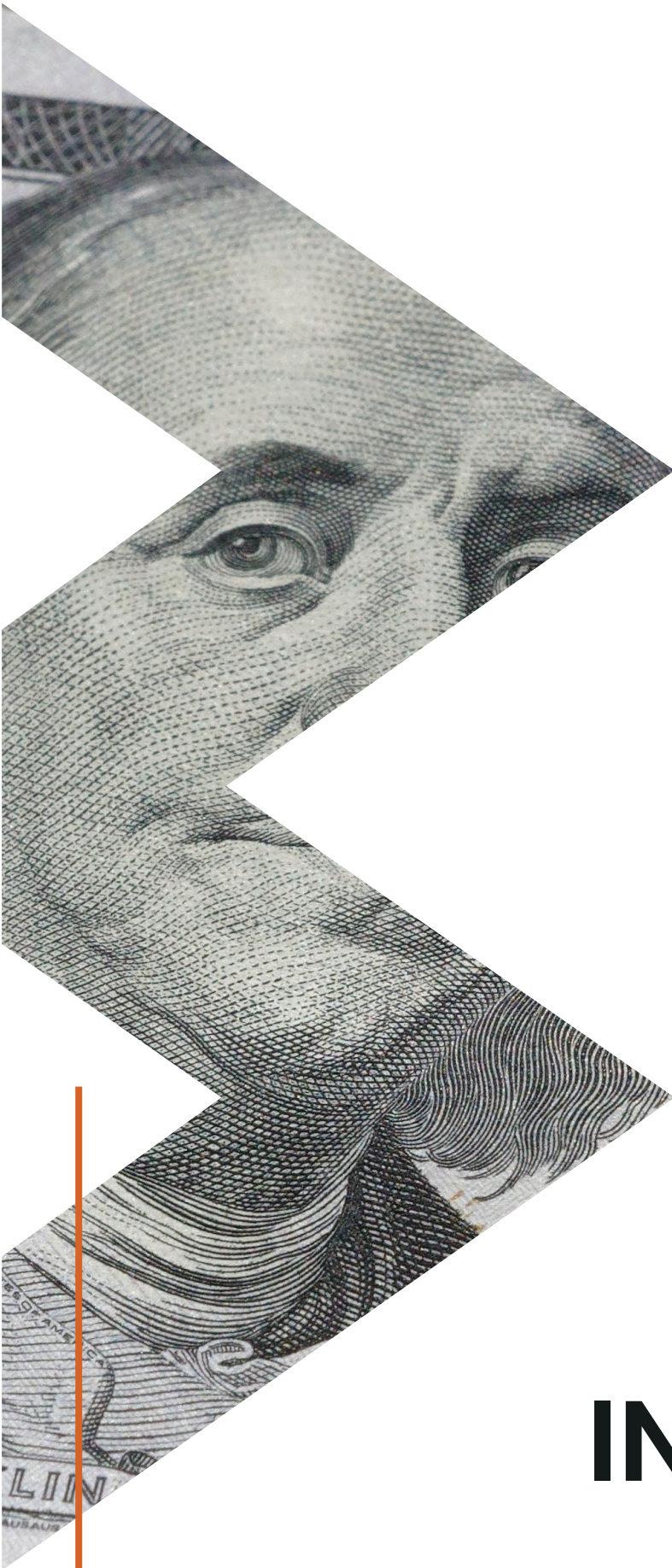
## TABLE OF CONTENTS

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Impact Investing	05
Stakeholder Economy	08
Regenerative Agriculture	12
Antiracism	17
Democracy Reform	20
Climate Action	24
Education	29
Public Safety and Services	33
Wellness	36
The Arts	40
Bark Impact	43







# IMPACT INVESTING

**SOCAP Global** is the thought-leadership platform for accelerating the movement toward a more just and sustainable economy, convening a global ecosystem and marketplace through live and digital experiences that educate, spur conversation, and inspire investment in positive impact.

SOCAP Global is recognized as the largest action-oriented gathering where investors, entrepreneurs, and social impact leaders come together to accelerate progress against the world's toughest challenges.



*For more than 15 years, the SOCAP conference has been the flagship event and leading convener in the impact economy.*

In 2022,

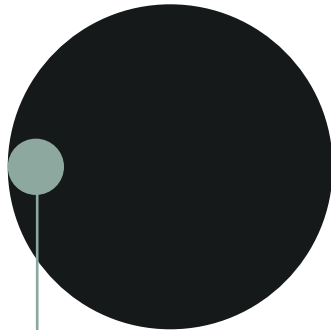
## Bark Media

- Supported **marketing and communication strategies** through the restructuring and reorganization as Sorenson Impact Center came in to manage and lead SOCAP Global.
- Continued to work with the organization to **refine and meet its goals**.
- **Led all marketing efforts for SOCAP's annual conference** in San Francisco, the first in-person event that the company hosted since 2019.
- Spearheaded **year-round content development** by and with partners.
- Developed and carried out a **multi-channel marketing strategy** across email marketing, organic and paid social, and list-building campaigns.

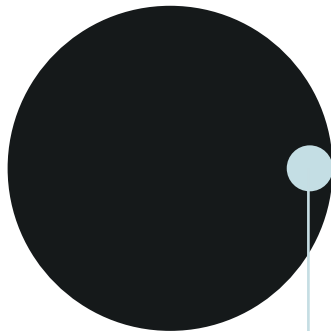
# THE KASSAN GROUP



**The Kassan Group (TKG)**, based in the San Francisco Bay Area, is the legal practice of expert attorney and finance innovator Jenny Kassan. TKG's core service is to provide coaching for social entrepreneurs seeking values-aligned capital investments to fund their business enterprises.



*less than 3% of  
venture capital  
funding goes to  
Black or Latinx  
founders*



*2% of venture  
capital funding  
goes to women  
founders*

## In 2022, **Bark Media**

- Uplifted the work of TKG by **leading a strategy workshop and executing a communications plan**.
- Helped **establish** Jenny Kassan as a **thought leader** on mission-aligned structure and finance.
- **Created content** including social media, articles, resources & guides.
- Developed **event marketing and email list-growth** strategies to reach business owners needing guidance to grow their impact businesses.
- **Developed and published** free resources about alternatives to VC-funding.
- **Amplified the voices of business owners** who are contributing to an inclusive, **regenerative economy**.





# STAKEHOLDER ECONOMY

# B LAB U.S. & CANADA



**B Lab U.S. & Canada** is Bark's longest-standing client, and our multi-year campaigns and community-building initiatives have continued to be a source of education and inspiration for us and the U.S. and Canada community of certified B Corporations. Bark's communications strategy for B Lab is designed to support the growing B Corp community and bring to life the examples of people using business as a force for good.

6,000

Number of global  
B Corps today

2,600

Total number of B  
Corps when Bark  
Media started  
working with the  
organization in 2017

## In 2022, Bark Media

- Provided **marketing support** for B Lab U.S. & Canada's Champions Retreat 2022 event in Philadelphia, promoting the event through emails and articles.
- Created **on-site content and facilitated community collaboration** at the Champions Retreat.
- Helped **develop a strategy** for using the content presented on stage at the event in digital formats throughout the year, **expanding the reach of these important messages** and ideas beyond the attendees.
- Continued to partner with B Lab to **power B The Change, the online storytelling platform** for and by the U.S. and Canada B Corp community.
- Facilitated **an increase in B The Change contributors, stories, followers, and newsletter subscribers.**

# SORENSEN IMPACT CENTER



**Sorenson Impact Center** helps organizations achieve their impact vision. Located in the David Eccles School of Business at the University of Utah, the Center connects capital to social and environmental solutions; utilizes tools to measure, report, and improve impact; and integrates data science and storytelling into every aspect of its work.

*The impact field is relatively more diverse and inclusive than its counterparts in the ‘legacy’ industry, but capital—and the power and voice that comes with it—is still concentrated in the same circles it has been for centuries. To make real change, that power and voice, along with a genuine opportunity to create wealth, needs to be opened to those historically excluded members of our society.*

— **Chintan Panchal**,  
Founding Partner, RCPK;  
Sorenson Global Impact  
Leader

In 2022,

## Bark Media

oversaw marketing efforts for:

- Project DEEP (Developing Equitable Economies Program), a multi-pronged initiative that aims to **accelerate the growth of women and people of color entrepreneurs** and **equip more intentional investors** and decision makers through a series of six free on-demand video courses.
- The Rural Opportunity Zone and Recovery Playbook, a blueprint to attract private investment for rural community development that has been **downloaded more than 250 times**.
- **The Global Impact Leaders**, a network of impact thought leaders working toward positive social and environmental impact around the world.
- **The Sorenson Impact Summit**, an annual convening of the top leaders in impact investing to supercharge solutions and capital to solve the world’s greatest challenges.
- The Center’s partnership with **SOCAP Global**.



# CHRISTOPHER MARQUIS

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**Christopher Marquis** is the author of *Better Business: How the B Corp Movement Is Remaking Capitalism* and is currently the Sinyi Professor of Chinese Management at the University of Cambridge. After supporting Chris in the organization and marketing of *Better Business*, Bark continued to strategize, plan, and help write posts for Chris's *Forbes* contributor column.

“*Better Business is the book to read if you want to put values and purpose at the center of your company. It's an inspiring book with great insights to share.*”

— **Jerry Greenfield**,  
Co-Founder of Ben & Jerry's

## In 2022, **Bark Media**

- **Collaborated, edited, and strategized** on a forthcoming book (we can't wait to see it hit the shelves in 2024!).
- Helped launch and support a thought-leadership strategy using **content publishing** and the **newsletter feature on LinkedIn**.
- **Planned, wrote, and edited** multiple *Forbes* column posts each month.



# REGENERATIVE AGRICULTURE



**Fibershed** is a nonprofit organization that develops regional fiber systems that build ecosystem and community health. The organization's work expands opportunities to implement climate benefiting agriculture, rebuild regional manufacturing, and connect end-users to the source of fiber through education.

## \$120,000+

Total amount awarded by  
Fibershed to

## 29 PRODUCERS

to fund their carbon  
farming projects.

In 2022,

## Bark Media

- Developed a **communications strategy** to amplify and extend the reach of Fibershed's on-the-ground work while creating resources and educational materials to **bring in new, engaged audience members**.
- Assisted in the **drafting and/or publishing** of more than 50 blog posts telling the stories of Fibershed's producer partners, providing educational resources, and addressing policy and newsworthy events.
- Launched **list-building initiatives** to **grow** the size of the Fibershed **email list by 19%**, including the Slow Fashion Challenge, which launched as a series of informative emails.

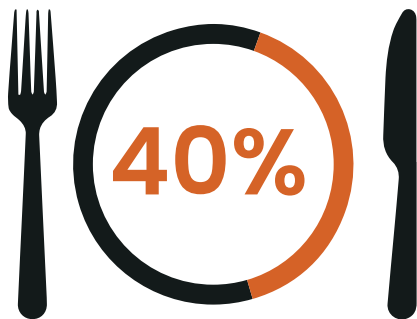




# CENTRAL GRAZING COMPANY

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**Central Grazing Company (CGC)** is a regenerative food and fiber company based on a sheep farm in Douglas County, Kansas. CGC is committed to regenerative farming and animal welfare, a transparent supply chain, and a thriving local economy. The company's grass-fed lamb box subscription and delivery service is one component of CGC's comprehensive vision to create a more just and equitable food system.



Nearly **40%** of all food in the U.S. goes to waste. Learning to cook “nose-to-tail” can greatly eliminate meat food waste.

## In 2022, Bark Media

- Supported the **design** and **launch** of CGC's **website** linked to an e-commerce site.
- Created core **consumer resources** for CGC, including a robust online catalog of lamb recipes, a nose-to-tail cooking guide, and original articles.
- Launched a **monthly newsletter** and spearheaded a series of **email list-growth** initiatives.
- **Expanded CGC's network and offerings** through a series of partnerships, including a Holiday Gift Guide.

# RED TOMATO

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**Red Tomato** is a Northeast U.S. food distribution nonprofit rooted in fair trade that strives to bring transparency, sustainability, and equity to every aspect of the food system. Bark led a workshop for Red Tomato that resulted in a communications strategy for the nonprofit and its EcoCertified fruit branding to provide messaging and content direction for multiple channels and stakeholders.

## \$55 M

Red Tomato has coordinated more than \$55 million in local produce sales since 1997.

### In 2022, **Bark Media**

- Supported **ongoing communications** by sharing **compelling stories** of Red Tomato's work on the ground in the good food movement.
- Developed a **newsletter** and **social strategy, templates, and branding**.
- **Trained** Red Tomato's internal marketing team to take over the work to equip and internalize marketing efforts.
- Helped **update the website** calls to action alongside Bark's **Google Ad** Grant specialist to increase traffic and specific goal events on the site.

# SILK GRASS FARMS



In 2022, Bark Media began work with **Silk Grass Farms**, an innovative regenerative farm and community impact hub modeling how sustainable business, regenerative agriculture, and a people-centered employment model can work together to drive business success and nature conservation. Silk Grass Farms' goal is to create a sustainable coconut, citrus, and cacao farm in Belize, helping to develop Belize's agriculture economy and regional exports, and acting as an engine for economic development, great jobs, care of the planet, and a culture of inclusion and quality.

Silk Grass Wildlife Preserve comprises

**24,700  
ACRES**

of legally protected biodiverse Belizean rainforest, a critical wildlife corridor that connects migration routes across South, Central, and North America.

## In 2022, **Bark Media** began work to:

- Revamp the Silk Grass Farms **website** to serve as a meaningful, action-oriented "homebase" for the organization's story.
- **Tell the multifaceted story** of the innovative work happening across the farm, wildlife preserve, and community.
- **Build awareness** of the work locally and internationally, raising the profile of the Silk Grass Farms brand, products, and regenerative agriculture business model.
- **Connect** the work of B Corp Certified Silk Grass Farms into the larger B Corp community.





# ANTIRACISM

# B LAB U.S. & CANADA

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**B Lab U.S. & Canada** — one of our clients focused on stakeholder economy reform — includes racial equity as one of its core pillars in its theory of change. In collaboration with the B Lab U.S. & Canada marketing and communications team, Bark Media helps inform the B Corp community about practices and policies that can help advance racial equity.

*We cannot credibly build an inclusive economic system without addressing the fundamental injustice, inequity, and violence that disproportionately impacts Black people and other People of Color. Racism is pervasive in the very systems in which our businesses operate and in our communities, and it is only when we center People of Color that we will truly benefit everyone.*

— **Anthea Kelsick**,  
B Lab U.S. & Canada

## In 2022, **Bark Media**

- Helped **publish articles** on topics and events, including initiatives such as the [Level program](#), a LinkedIn Live [leadership discussion on bridging the racial wealth gap](#), and a [downloadable guide for business leaders](#).
  - Supported coordination of a stipend program to **increase** the number of B The Change **authors** who are **people of color**.
-

One of the pillars of SOCAP Global, one of Bark Media's impact investing clients, is racial equity and inclusion. The content themes and multiple sessions at SOCAP22 aimed to inspire urgent and radical collaboration, recognizing that we need each other to resist and repair global injustices, address the climate crisis, and build better systems for all.

*The deeper we lean into equity as an organization, the better we understand that the true art or act of partnership is lifting up the voices of the most marginalized in a genuine way with a level of humility that mitigates the power and privilege that is embedded in what we do and gives voice to those who would not be at the table or who were voiceless.*

— Jaynemarie Angbah,  
Charles and Lynn  
Schusterman Family  
Philanthropies

## In 2022, **Bark Media**

- **Amplified** these sessions, **bringing awareness to the issues and injustices** and uplifting the voices in the SOCAP community who are proposing **solutions**.
- Shared these conversations widely via **SOCAP's newsletter** audience, across **SOCAP's social media channels**, and in episodes of the **Money + Meaning** podcast.







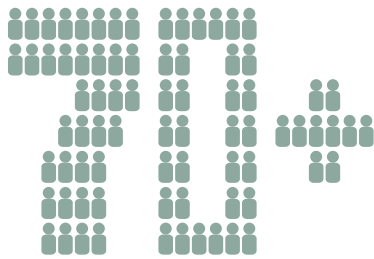
# DEMOCRACY REFORM



# AMERICAN PROMISE



For more than five years, Bark Media has worked with **American Promise** to support the nonprofit's goal of passing a constitutional amendment to enable limits on political spending. American Promise supports a foundational, structural solution to the ever-growing dominance of big money in our political system, which overwhelms the voice and influence of everyday Americans.



The number of in-person meetings American Promise volunteers had with legislators during the 2022 National Citizen Leadership Conference in Washington, D.C.

## In 2022, **Bark Media**

- Supported American Promise in **building** out the internal structure of its **communications department**.
- Provided **communications support** ahead of and during the **National Citizen Leadership Conference** in Washington, D.C.
- **Developed outreach materials** for volunteers, business networks, legislators, and others.
- Developed **volunteer resources** to support important local, state, and national victories.
- Supported in the development of **op-eds** and other **outside media content**.



**Reos Partners** is a global social enterprise addressing complex societal issues and facilitating systemic change. Their work spans such major issues as peace and democracy, health and equity, education, and economic inclusion, with a major focus on climate action. Reos has led a number of initiatives to restore democracy in conflicted areas around the world, helping people work together despite their differences to build and sustain peace and democracy.

*I've been fighting for many, many years under different circumstances to bring changes to my country. I've realized one thing: we cannot think in terms of reform. We have to think in terms of transforming.*

— **Builder Charles Clermont**,  
Haitian Entrepreneur,  
Leadership Development  
Educator and Community  
Builder

In 2022,

## Bark Media

helped Reos Partners highlight its work with story packages around key projects:

- [Crossroads of Hope: Building a Shared Vision for Haiti](#) features a conversation with Reos Partners and Haitian leaders who are committed to transforming Haitian society into a more equitable and prosperous community.
- [Envisioning a New Future for Chile](#) tells the story of Tenemos Que Hablar de Chile, a collaborative citizen advocacy platform that influenced important conversations about the future of Chilean society, and how Reos supported their efforts to influence a more peaceful future for Chile.
- Additionally, Bark supported Reos to **produce a conversation with three leaders in the space**, including Adam Kahane of Reos Partners, to discuss the state of democracy in the U.S.

# UNIVERSITY OF MICHIGAN'S ERB INSTITUTE

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In 2022, Bark Media began work with the **Corporate Political Responsibility Taskforce (CPRT)**, a working group at the **University of Michigan's Erb Institute**. The CPRT's mission is to develop a framework to establish corporate political responsibility (CPR) as the norm, enabling business leaders to strengthen our nation's civic and political health with a clear framework and measurable action.

*In these polarized times, business has an incredibly important role to play in building public confidence in our constitutional democracy and its institutions. The key is not to take one side or the other, but the third side, the side of the whole country and its future. That is the aim of the CPRT and the Erb Principles.*

— William Ury,  
Co-Founder, Harvard  
Program on Negotiation, and  
Co-author, *Getting to YES*

## In 2022, **Bark Media** supported the CPRT in:

- Planning for its **public launch** and announcement with an in-person media event in Washington, D.C.
- **Revamping the CPRT website.**
- **Developing launch messaging** for the Erb Principles for Corporate Political Responsibility.
- Building **network communications** support for initial supporters and speakers.





# CLIMATE ACTION



# RESOURCE CONSERVATION NETWORK

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RESOURCE  
CONSERVATION  
NETWORK

In 2022, four Northern California **Resource Conservation Districts (RCDs)** — Marin, Napa, Goldridge, and Sonoma — hired Bark Media to develop a collaborative communications strategy designed to engage with and motivate priority stakeholders, ranging from agricultural producers to funders and policymakers. The outcome of the effort was a new shared digital publication, housed on Medium, that allows the RCDs to uplift both individual stories and shared messages. The shared publication and associated messaging templates (toolkits, announcements, and newsletters) facilitate coordination on shared messages while maintaining each RCD's distinct organizational identity.

*Resource  
Conservation  
Districts (RCDs)  
are hubs  
for natural  
resource  
conservation  
and agriculture  
on public and  
private lands at  
local, regional,  
state, tribal, and  
federal levels.*

## In 2022, **Bark Media**

- Conducted an audit of each RCD's communications program to understand their challenges and opportunities.
- Worked closely with each RCD to fill in foundational content gaps and update existing templates to ensure active channels, including newsletters and social media, were unified, compelling, and engaging.
- Developed key messaging to reach priority stakeholders.
- Built out a shared digital publication and created assets to support the cross-promotion of the resulting content.
- Developed standard procedures for the shared publication to ensure RCD staff can continue to activate the Medium publication in the future.



# CARBON CYCLE INSTITUTE

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Carbon Cycle Institute

The **Carbon Cycle Institute (CCI)** advances education on the carbon cycle as the fundamental organizing process underlying land management and on-farm conservation in efforts to mitigate and adapt to the global climate crisis. CCI is the leading organization training conservation professionals to develop carbon farm plans to reduce greenhouse gas emissions and sequester carbon in the soil.

## 1,793,029

Metric tons of CO<sub>2</sub>e  
sequestered in 20  
years when carbon  
farm plans are fully  
implemented

## In 2022, Bark Media

- Helped CCI **identify** and **prioritize key audience groups** to deliver the most effective messages to people that can help advance its mission.
- Supported CCI in **developing** its first **newsletter**.
- Authored **foundational content** and **social media** to engage audiences online and establish CCI as a trusted partner.
- Translated CCI's highly technical and science-based work into **accessible and compelling human-centered narratives** that included calls to action.

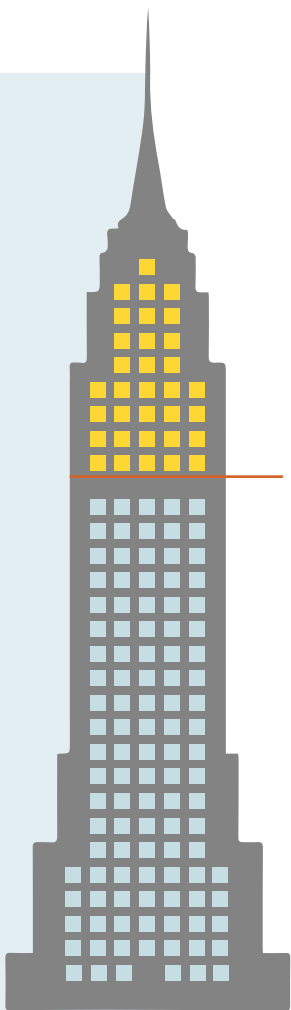


In 2022, Bark Media highlighted **Reos Partners'** work in climate action through a variety of content pieces written for Reos' website and shared across other media outlets, including B The Change and Forbes. Bark Media also shared this content through Reos' monthly newsletter to a global audience, supplemental marketing emails, and downloadable content that added hundreds of new email subscribers to the organization's contact list.

## In 2022, **Bark Media**

created key content packages around Reos' climate work including:

- A [series featuring the Empire Building Playbook](#), a virtual resource that shares innovative developments and replicable processes to decarbonize buildings learned by building owners, engineers, real estate developers, and others.
- Interviews for the Empire Building Playbook content series with key stakeholders involved in the groundbreaking project, including Michael Reed of New York State Energy and Research Development Authority (NYSERDA) and Dana Robbins Schneider of Empire State Realty Trust (ESRT).
- [Radical Collaboration to Accelerate Climate Action](#): A Guidebook for Working Together with Speed, Scale, and Justice, developed in partnership with Climate Champions Team, TED Countdown, and Leaders' Quest. The guidebook is designed to help people and organizations from diverse backgrounds, sectors, and scales collaborate more effectively to take climate action.



54%

The Empire State Building saved **\$5.86 million** in annual energy costs thanks to an industry-leading deep energy retrofit that has reduced greenhouse gas emissions by 54% and counting.

# WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT

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The World Business Council for Sustainable Development (WBCSD) is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future. In 2022, WBCSD convened leading Food, Agriculture, and Forest Products companies to develop a climate scenario analysis tool. Based on a set of new sector-relevant climate transition scenarios, the tool enables companies to assess strategic resilience to climate risk and inform disclosures in response to the recommendations of the Task Force on Climate-Related Financial Disclosures (TCFD).

## *What is scenario analysis?*

Scenario analysis is a critical tool for companies looking to understand potential future conditions, create meaningful climate transition plans, and meet critical climate goals.

## *In 2022,* **Bark Media**

*began work with WBCSD to:*

- Develop a **launch communications plan** for the TCFD Climate Scenario tool.
- Support the tool's launch and uptake through a **targeted marketing** campaign.
- Develop a tool-specific digital **lead generation page**.
- Facilitate **network outreach** and **live event** support.
- Launch a paid **LinkedIn campaign** targeting relevant sectors and job roles.

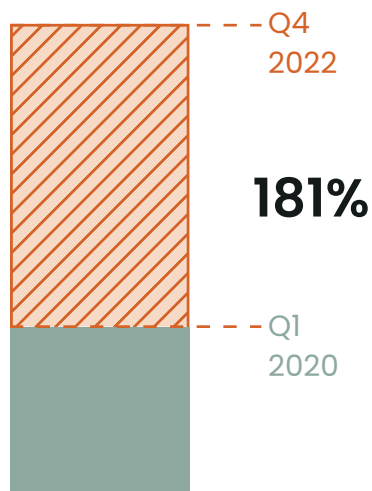


# EDUCATION



**Ten Strands** is a California nonprofit organization whose mission is to incorporate environmental literacy into the educational experience of all of California's TK-12 school students. Environmental literacy and the experiences associated with learning environmental literacy help drive equitable education, increase the knowledge base for future careers in climate science and associated fields, and offer students a tangible way to engage in a topic that affects their daily lives.

Bark Media has worked with Ten Strands for several years to help tell the story of its CAELI (California Environmental Literacy Initiative) program, driving interest and engagement among educators, students, and families across the state.



181% increase in CAELI website sessions from 2020 to 2022.

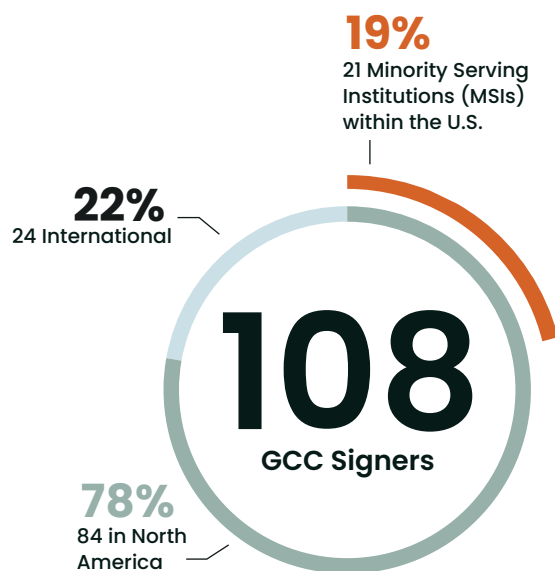
## In 2022, **Bark Media**

- Supported CAELI in telling stories around its new **Impact Hub work** and members.
- Continued growing the **email newsletter list** by engaging with partners and creating content to drive website traffic.
- Managed CAELI **social media** across channels including Instagram, Facebook, and Twitter.
- Supported the CAELI **website** with content and user experience updates.



**Beyond Benign** is a nonprofit organization working with educators, educational institutions, and for-profit organizations to make chemistry education throughout the world (and across education levels) less environmentally harmful. Bark Media works with Beyond Benign to increase awareness of traditional chemistry's negative impact, uplift the leaders making positive change in this space, and connect stakeholders from various fields with the resources, events, and individuals that can help them succeed.

## In 2022, Bark Media



**108 higher-ed institutions committed to expanding green chemistry education via the Green Chemistry Commitment as of 2022.**

- Managed Beyond Benign's **email marketing strategy** and **campaigns**, using smart list-building tactics to **grow** the organization's email list by **30%**.
- **Designed** content-oriented **emails** that provided value to recipients while promoting Beyond Benign's events and resources.
- Grew the organization's **social media** audience by **17%**.
- **Designed** several essential marketing and partnership assets, including a K-12 **curriculum** in partnership with **Impossible Foods**, multiple programmatic **impact reports**, and the **wireframe** of an upcoming product launch.

**Bioneers** is an innovative nonprofit organization that highlights breakthrough solutions for restoring people and planet. Via an annual event and robust online media presence, the organization tells the stories of leaders throughout the world who are making positive change in areas such as environmental education, women's leadership, sustainable business, and nature conservation.

Bioneers' renowned Indigeneity Program launches a Decolonizing Thanksgiving campaign every November to educate Americans about the true history of the holiday and affect change in the way Indigenous Peoples are represented in education and beyond. Bark and the Bioneers communications team amplify the materials and events that comprise Bioneers' Decolonizing Thanksgiving to intensify its impact throughout the year.

150+  
150+  
150+

**Movement leaders, researchers, performers, and speakers who sparked action at the 2022 Bioneers Conference.**

150+  
150+

## In 2022, **Bark Media**

**supported the Decolonizing Thanksgiving campaign by:**

- Assisting Bioneers with **creating a web page** hosting a "Learn whose territory you're on" map that received over **6,000 pageviews** in November.
- Crafting a themed newsletter that became the **most successful Bioneers newsletter** of 2022, with over **19,000 total opens**.
- Promoting every piece of the **campaign** (including articles, interviews, and curricula) on social media, with the most popular post being **shared over 600** times and reaching nearly **150,000 people**.
- **Partnering** with like-minded nonprofits, who shared Bioneers' Decolonizing Thanksgiving curriculum with their audiences. As a result of these efforts, Bioneers' web traffic during the week of Thanksgiving was higher than the web traffic of June, July, and August combined.



# PUBLIC SAFETY AND SERVICES

# DOUGLAS COUNTY CASA

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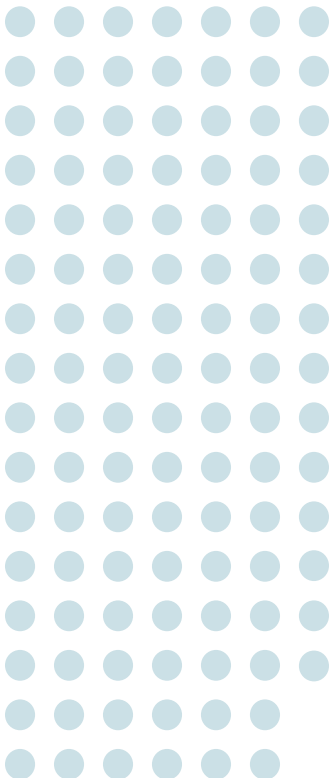
Douglas County CASA in Lawrence, Kansas, is a program site for the national nonprofit that supports and promotes court-appointed volunteer advocacy for children and youth navigating the foster care system.

# 110

The total number of children supported by court-appointed special advocates in Douglas County in 2022.

## In 2022, Bark Media

- Led CASA in a **content marketing strategy** workshop, creating the foundation for future marketing initiatives.
  - **Developed content** — articles, emails, social media posts, and other digital assets — to **increase the visibility** of the social service within the local community, facilitate volunteer recruitment, and drive contributed revenue to support its programs.
  - **Designed and executed** a social media influencer campaign with **University of Kansas** volleyball players to promote a matching gift opportunity, which introduced CASA to untapped audiences and brought new donors to the organization.
- 



# CULTURE REFRAMED



**Culture Reframed** is a nonprofit organization committed to solving the public health crisis of the digital age by building resilience and resistance in young people to hypersexualized media and porn. The organization provides tools and resources for parents and caregivers to help them build the skills and knowledge to navigate difficult situations and critical conversations with children and teens.

# 1/2

of young people  
have seen  
pornography by age

# 12

## In 2022, **Bark Media**

- Produced Culture Reframed's monthly **newsletter** and monthly **marketing emails**.
- Managed its **social media** across Facebook, Twitter, LinkedIn, and Instagram.
- **Created content** for the Culture Reframed website including employee interviews, features on experts in the field, and key news stories related to the issue of kids and porn.
- Supported Culture Reframed's **virtual event** "Pornography & Prostitution: Connecting the Dots," which had more than **450 registrants**.







# WELLNESS

# SUNFLOWER OUTDOOR AND BIKE

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**Sunflower Outdoor and Bike** is a downtown Lawrence, Kansas, bike shop, outdoor gear outfitter, and cafe with a belief that life is better outdoors and a mission to help more people get out there and enjoy it to the fullest. Bark Media jumped in at the end of 2022 to help bring an expanded vision for Sunflower's role in the local community and national cycling scene to life through digital communications.

# 150

**Student-athletes  
in the Kansas NICA  
mountain bike  
league supported by  
Sunflower.**

## In 2022, **Bark Media**

- **Elevated the brand's social presence** and more than **doubled** the organization's email list.
- **Created content** to illuminate all the shop has to offer, including its charitable partnerships and contributions to local nonprofits.
- Led **strategy sessions** with Sunflower leadership to prioritize and set a calendar for a focused path forward with an emphasis on the needs of its stakeholders and customers.



# MINDFUL

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**Mindful Communications** is a leading global publisher of mindfulness-based content, with a website, print magazine, online courses, events, and more. Acting in a senior role on the Mindful marketing team for more than two years, Bark Media helped launch, grow, and expand its many initiatives, helping to establish a new online event series, drive new products, and increase product sales.

# 94%

Increase in Mindful  
Shopify revenues  
in one year of  
marketing efforts

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## In 2022, **Bark Media**

supported Mindful in a transition to in-house  
leadership by:

- Developing a **cohesive marketing infrastructure** incorporating current and planned products.
  - Developing a marketing hand-off plan that enabled the team to seamlessly integrate a new leadership team.
  - Creating a **yearlong outlook strategy** including timeline, launch, and budget projections.
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# HEMERA

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HEMERA  
FOUNDATION

**Hemera**, a philanthropic foundation based in Boulder, Colorado, seeks to recognize and promote the fundamental importance of spiritual life as part of the human experience. Hemera fulfills this mission by funding nonprofit work in the spaces of contemplative programs, early childhood development, and adolescent well-being. In 2022, Hemera identified a need for a new website and a better way of telling the stories of its impact through the work of its grantees and partners.

## \$40 M

Since 2007, Hemera has granted more than \$40 million on programs benefiting contemplative practice, children and families, fellowships, education, and community.

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## In 2022, Bark Media

- Led Hemera in a **strategy and messaging workshop** designed to facilitate a new communications framework and website.
- **Project managed** the development of a new Hemera website (in progress).
- **Developed content** and storytelling for the new site.
- Sought and secured a **web development partner** for the project.





# THE ARTS

# THE LAWRENCE ART CENTER

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The Lawrence Arts Center (LAC), housed in a state-of-the-art facility in Lawrence, Kansas, offers visual arts exhibitions, multidisciplinary performances, and arts education for all ages.

## 300+

Approximate number  
of artists employed  
by the Lawrence Arts  
Center annually

## In 2022, Bark Media

- Uplifted the nonprofit by leading a **strategy workshop** that defined audience stakeholders as well as brand voice and personality.
- Produced **weekly emails** and **social media posts** geared toward building a diverse audience for the Center's free or low-cost presentations and classes.
- Developed consistent, timely **communications** to promote events, establish LAC's voice, build brand awareness, and develop a loyal constituent base to sustain the Center's community-focused programs and its support of working artists in the region.

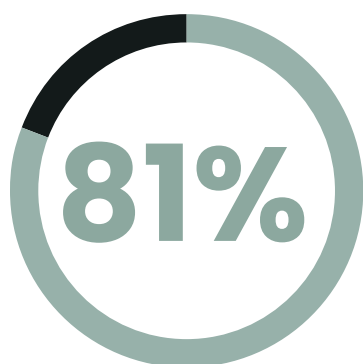


# REGINA KLENJOSKI DANCE COMPANY

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Founded by choreographer and educator Regina Klenjoski, **Regina Klenjoski Dance Company (RKDC)** is a contemporary dance company and school with operations in Wichita, Kansas, and Torrance, California.



of people surveyed  
say the arts are a  
“positive experience  
in a troubled world.” —  
Americans for the Arts

## In 2022, **Bark Media**

- Led the nonprofit in a **strategy workshop** to explore how to deepen RKDC’s impact on the cultural landscape in both cities.
- Developed a **comprehensive audience-aligned communications plan** to engage audiences for dance performance and education.



# BARK MEDIA IMPACT

We mean it when we say  
our clients' impact is our  
measurement of success  
— and that extends to our  
own business model and  
our own impact.



# GIVING BACK TO OUR COMMUNITY

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Each year, we incorporate pro bono work, sustainability, and other initiatives into our business model. Here's a snapshot of our community impact and sustainability advances in 2022.

## In 2022 Bark Media

# 1%

of Bark Media's  
revenue was  
donated to  
nonprofits and  
charitable  
organizations in  
2022.

- Offered a discounted rate for our services to nonprofit clients.
- Donated time developing workshops, consulting on initiatives, recommending strategies, and executing on specific projects for multiple organizations, including:
  - Douglas County CASA
  - Lawrence Arts Center
  - Boys Grow
  - Douglas County Sustainability Office
  - Red Tomato
- Volunteered on the boards of several local organizations, including the Kansas Rural Center and the Kansas Land Trust.
- Hosted organization-wide volunteer opportunities, including adopting families from the Ballard Center.
- Provided a standing volunteer hours policy for employees to take additional paid time off for days of service.
- Sourced 40% of our energy from renewable sources and worked with our office house owner to implement energy-conserving windows, furnace, and appliances.
- Recycled everything we could and served as a drop-off location for Cans for Community, which collects donated cans to raise money for local nonprofits and public schools.

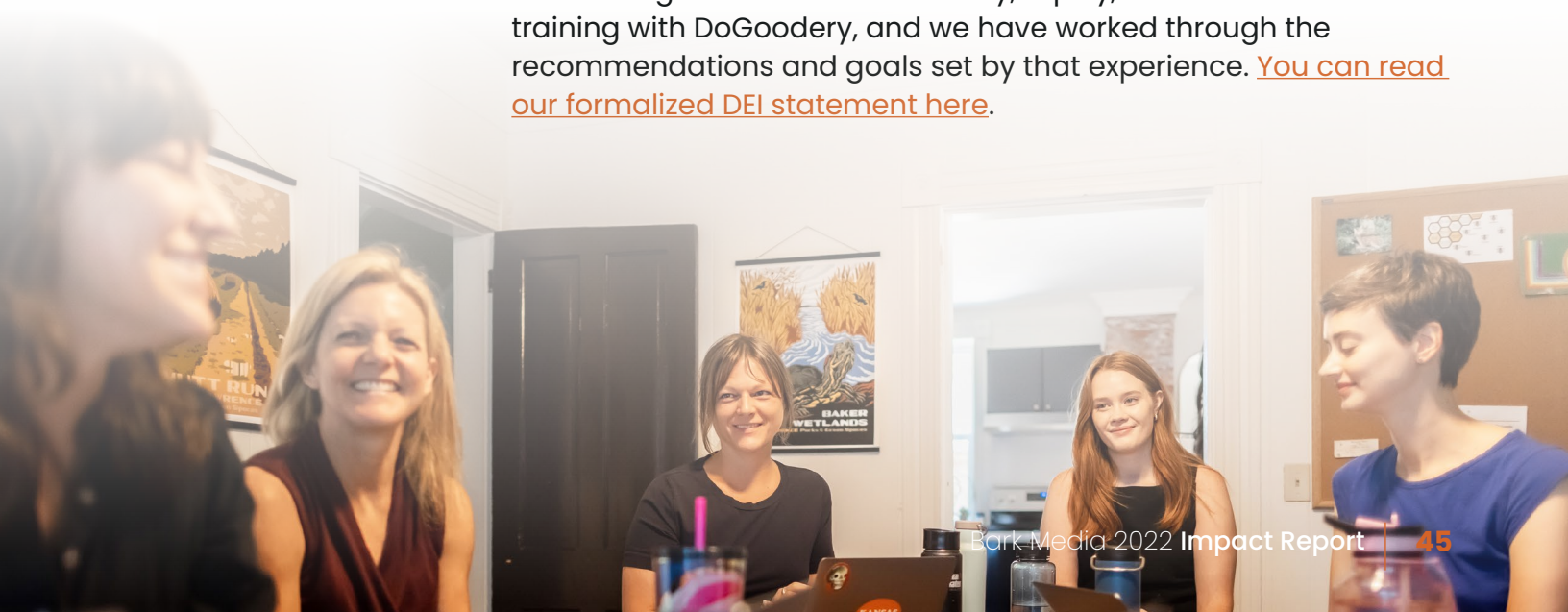
# COMPANY CULTURE

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Bark Media values our employees and invests as much as we can into each individual and into intentionally developing our company culture. We put a great deal of trust in our employees to best manage their schedules and are committed to creating jobs that provide a living wage and career development in our community of Lawrence, Kansas.

## Here's a look at our employee-centered efforts in 2022:

- Contributed to each employee's retirement account, whether or not they contribute.
- Paid a family living wage to each employee and offered health insurance.
- Provided a generous leave policy including 15+ vacation days per year, 10+ paid holidays per year, unlimited paid sick time, paid caregiver leave for new parents, and paid bereavement leave.
- Offered a flexible hours policy, with half-days in the office and half-days for employees to work where they choose.
- Supported ongoing professional development, paying and creating space for employees to learn new skills to support their career advancement at Bark Media or elsewhere.
- Provided a standing volunteer hours policy for employees to take additional paid time off for days of service.
- Instituted a no-meeting block on Wednesday afternoons, which our employees have reported as invaluable.
- Held an organization-wide diversity, equity, and inclusion training with DoGoodery, and we have worked through the recommendations and goals set by that experience. [You can read our formalized DEI statement here.](#)



# CERTIFICATIONS

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## Certified



Corporation

Bark Media recertified as a **B Corp** in 2022, doubling down on our commitment to use our business as a force for good. **We also collaborated with other Midwest B Corps to co-organize the inaugural Midwest B Local BLD event.** This premier professional development and networking opportunity was organized to strengthen and support the local B Economy, and **included** participation from B Local Illinois, B Local Michigan, Minnesota B Local, B Local Wisconsin, and strategic community partners.



Bark Media is majority female-owned and managed and **became Certified as SHE Owns by the SHE Mark.**