



BARK 
media

2024
IMPACT REPORT

Your Positive Impact Is Our Success

Amid changes in technology, culture, and business throughout 2024, Bark Media worked alongside clients and partner organizations to help create real, lasting change. The global challenges we face continue to evolve, but our work remains rooted in our founding goal: to use authentic storytelling and communications to support organizations driving systemic change.

Alongside new and existing clients, Bark Media explored new technologies, platforms, and capabilities while creating high-quality content. We feel fortunate to collaborate with innovative changemakers to amplify their missions and achieve shared goals. Our work with clients in 2024 shows that progress is not only possible, it's happening.

Throughout the year, Bark Media supported leaders and organizations working toward a better future across our key impact sectors: impact investing, the stakeholder economy, climate action, regenerative agriculture, education, and public safety. Events brought us together with new and old partners and colleagues, reminding us that what we're doing is part of a broader movement for change driven by people around the globe.

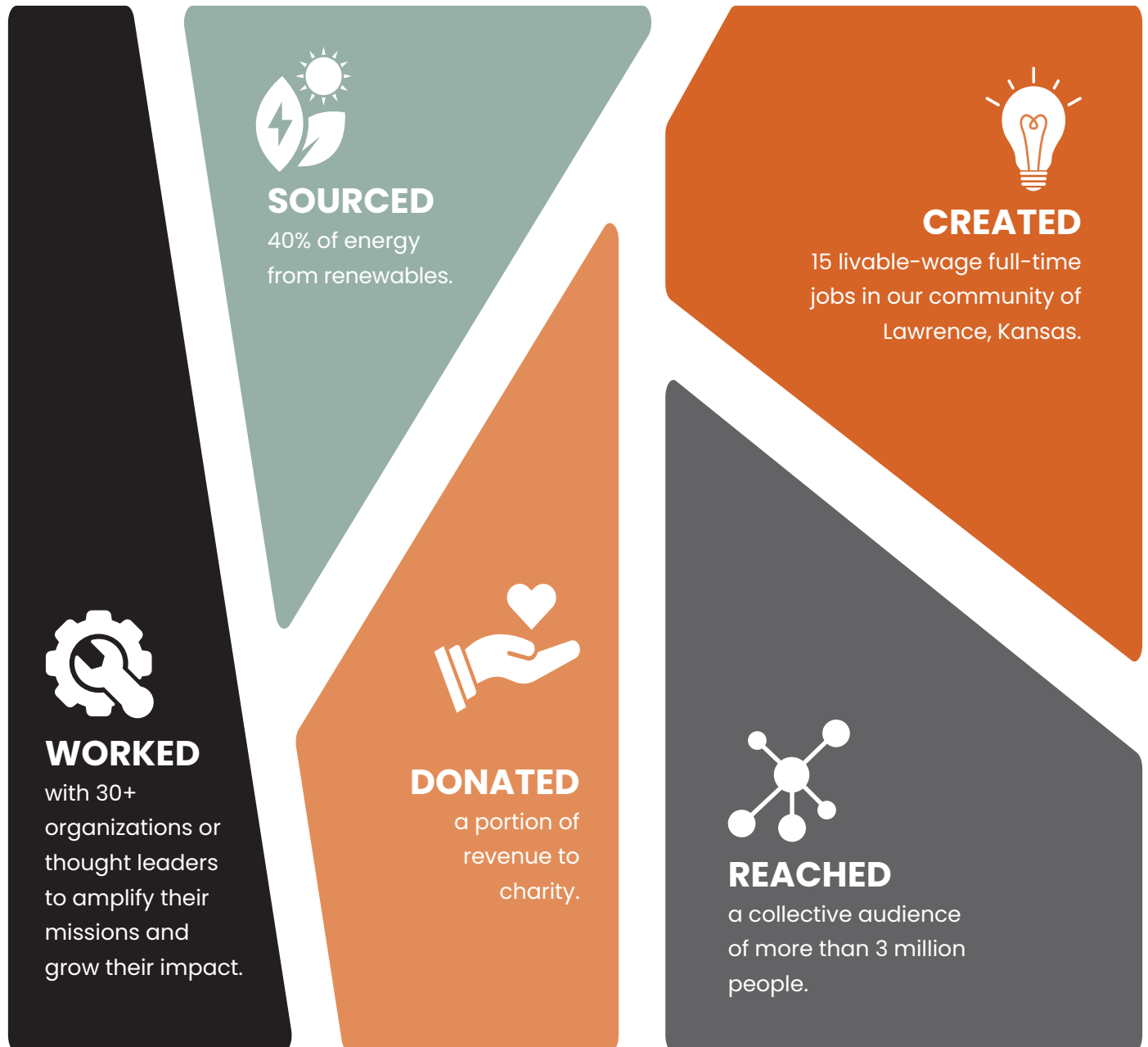
Every day we're inspired by the resilience, compassion, and dedication our clients bring to their work. They remind us that even in difficult times, there is plenty to fight for — and so much to hope for. Together we are building awareness and creating long-lasting connections to broaden the scale and deepen the impact of changemaking work.

We're grateful to stand alongside these inspirational changemakers and look forward to all we can accomplish together in the coming years.

With gratitude, Lindsey, Jennifer, Jessica, James



2024 Influence By the Numbers



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.

Our Impact Areas

Through our work with purpose-driven businesses and non-profits, Bark Media has helped our clients amplify their impact in crucial issue areas. As these are intersectional issues, many of our clients touch multiple areas of impact. The work across these intertwined spheres empowers and uplifts the global work toward a more equitable, sustainable future for all.

Climate Action

Regenerative Agriculture

Impact Investing

Stakeholder Economy

Diversity, Equity, and Inclusion

Public Safety and Services

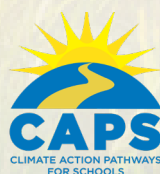
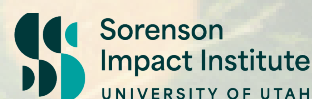
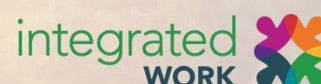
Education

Democracy Reform

OUR CLIENTS

Bark Media is proud to exclusively work with nonprofits and impact businesses who are working toward positive change in the world.

On the subsequent pages, we break down our clients by broad impact area and spotlight just a few of the ways we've supported them in driving impact in 2024.



Impact Investing

06



CLIENTS SERVED

» **BIG PATH CAPITAL**
advancing a sustainable economy by connecting mission-driven companies and fund managers with mission-aligned investors

» **CLEAN YIELD**
helping clients meet long-term financial goals through sustainable asset management that reflects their values and priorities

» **SOCAP GLOBAL**
convening thought leaders & innovators to accelerate the movement of capital toward impact

» **SOLARIS ENERGY**
financing the transition to 100% renewable, affordable energy for all

» **SORENSEN IMPACT INSTITUTE**
expanding the market for impact investing and equipping the next generation of impact leaders

Impact Spotlight

Bringing New Voices to the Impact Economy

Bark Media helped SOCAP24 bring new and global representation to its flagship event, the world's largest annual convening for the impact economy.

What We Did

- 👉 **Grew the marketing list** of potential first-time attendees
- 👉 **Personalized communications** to highlight the value proposition to various audience segments
- 👉 **Maximized engagement** with event content

Results

Segmented communication with SOCAP's new and existing audiences ensured the 2024 event contributed to its goal of inviting people from all sectors to the problem-solving table to design workable, durable solutions at scale.

Climate & Regenerative Agriculture



CLIENTS SERVED

» **BIONEERS**
exploring innovative, nature-inspired solutions for today's pressing environmental and social challenges

» **FIBERSHED**
developing regional fiber systems & unlocking untapped potential for economic innovation, regenerative agriculture, and social equity

» **SILK GRASS FARMS**
creating positive environmental and social impact by reimagining the way food is grown and processed

» **THE AGILITY LAB AT TNC**
creating positive environmental and social impact by reimagining the way food is grown and processed

Impact Spotlight

Engaging New Advocates for the Soil-to-Soil Fiber Movement

Bark Media helped Fibershed expand its audience through action-oriented, multimedia content.

What We Did

- ☞ **Grew the opt-in audience** through targeted list-building and social media initiatives
- ☞ **Created high-impact educational content** to introduce new audiences to key fiber economy issues
- ☞ **Designed & launched** the "Sustainable Closet Audit," an interactive guide and email series

Results

Thousands of new audience members are now taking action around the regenerative fiber movement, including 5K+ introduced to the Sustainable Closet Audit journey.



Stakeholder Economy



CLIENTS SERVED

- » **B LAB U.S. & CANADA**
transforming the global economy to benefit all people, communities, and the planet
- » **CORPORATE POLITICAL RESPONSIBILITY TASKFORCE**
making it easier for companies to take a principled approach to their political influences
- » **ENGAGE FOR GOOD**
bringing together non-profit and corporate leaders to build partnerships that benefit causes and businesses
- » **INTEGRATED WORK**
helping clients and partners uncover new opportunities, create impactful solutions, and build the future they envision
- » **REOS PARTNERS**
helping people work together across differences to achieve systems change

Impact Spotlight

Advancing the Four-Day Workweek

Bark Media supported B Lab U.S. and Canada in creating a guide for businesses to transition to a 4-day workweek, a research-backed model that improves employee well-being and retention without sacrificing productivity.

What We Did

- » **Built a storytelling calendar** focused on real-world examples, employee experiences, and resources
- » **Produced a human-centered guide** featuring the experiences of B Lab and B Corp employees and leaders
- » **Included replicable** resources and templates for other business leaders

Results

More than 100,000 business leaders have directly engaged with posts or stories about this resource since its publication at the end of 2024.



Public Safety & Services



CLIENTS SERVED

» **ADA WATCH**
protecting the rights
and freedoms that allow people
with disabilities to live, learn
and work

» **AVALON WELLNESS**
providing world-class
recovery treatment alongside
science-backed emotional,
physical, and spiritual wellness
services

» **CULTURE REFRAMED**
helping young people
build resilience and resistance
to hypersexualized media and
pornography

» **DOUGLAS COUNTY CASA**
providing a volunteer
advocate for every child in our
community who has experienced
abuse or neglect

Impact Spotlight

Defending Disability Rights & Justice

Bark Media partnered with the nonprofit ADA Watch to grow its audience of grassroots advocates through the design and launch of a rebranding and list-growth campaign.

What We Did

- » **Led a rebrand** integrating logo and colors into new graphic and video assets
- » **Launched a paid social media campaign** targeting likely new advocates
- » **Designed an interactive email series** introducing the organization and its work to new audience members

Results

5,000+ new audience members regularly engage with action emails in support of disability rights and advocacy, and ADA Watch achieved its annual fundraising goal.



wellness & recovery

CultureReframed



Court Appointed Special Advocates
FOR CHILDREN
DOUGLAS COUNTY CASA

Education



CLIENTS SERVED

AMERICAN CHEMICAL SOCIETY

improving all lives through the transforming power of chemistry

BEYOND BENIGN

leading the charge to integrate green chemistry into classrooms and labs worldwide

CHANGE CHEMISTRY

driving the commercial adoption of green chemistry by catalyzing and guiding action across industries, sectors, and supply chains

CLIMATE ACTION PATHWAYS FOR SCHOOLS

partnering with school districts to provide paid internships in green career training

UNIVERSITY OF KANSAS ENDOWMENT

partnering with donors in providing philanthropic support to meet underfunded needs

Impact Spotlight

Growing the Green Chemistry Movement

Bark Media supported Beyond Benign in expanding its reach to educators and advocates, helping to shape a future where chemistry prioritizes human and environmental well-being.

What We Did

- Promoted green chemistry awareness** to educators and advocates through strategic social media engagement
- Connected more educators and advocates** with resources, stories, and learning opportunities by expanding the email list
- Fostered opportunities** for deeper connections and knowledge-sharing

Results

Hundreds of new educators have now actively incorporated green chemistry principles into their teaching, and thousands of new students are now learning about green chemistry.

BARK MEDIA IMPACT

At Bark Media, we measure success not just by the impact we help our clients create, but also by how we operate as a business—through our commitments to community, sustainability, and workplace culture.

Certifications



Bark proudly recertified as a B Corporation with an improved B Impact score in 2024. Bark Media engaged with our community of fellow certified B Corps by attending the Champions Retreat event in Vancouver and speaking at the BLD Southeast event in Atlanta.



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

"We work with the team at Bark Media on a daily basis, utilizing their strategic and practical expertise in communications and marketing. Their ability to professionally understand and express our culture, community, voice and mission has been essential to the mutual goals we've set out to achieve."

-Teo Grossman, President, Bioneers

Giving Back to Our Community

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 2024:

- » **OFFERED** a discounted rate for our services to nonprofit clients.
- » **PROVIDED** pro-bono work to Douglas County CASA.
- » **VOLUNTEERED** on the boards of several local organizations, including the Kansas Rural Center, The Kansas Land Trust, and the University of Kansas Friends of Theatre and Dance.
- » **HOSTED** quarterly organization-wide service activities, including a holiday "adopt a family" with the Ballard Center. Through the adopt-a-family campaign, we provided holiday gifts to a local family with seven foster children.
- » **SOURCED** 40% of our energy from renewable sources and worked with our office house owner to implement energy-conserving windows, furnace, and appliances.
- » **BANKED** with a locally owned bank as part of our commitment to keeping money in our community.
- » **SERVED** as a drop-off location for Cans for Community, which collects donated cans to raise money for local nonprofits and public schools.
- » **DONATED** a percentage of revenue to nonprofits and charitable organizations.

"We've seen the benefit of working with Bark through increased event attendance, member engagement, business development, advocacy, and fundraising. We appreciate all that Bark does for us and that the company is advancing the mission and impact of many nonprofits."

—Dr. Anna Montgomery, Operations Director, Change Chemistry

Company Culture

Bark Media values our employees and invests as much as we can into each individual and into intentionally developing our company culture. We trust our employees to manage their own 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 2024:

PAID a family living wage to each employee.

OFFERED

a flexible hours policy, with half-days in the office and half-days for employees to work where they choose.

CONTRIBUTED

to each employee's retirement account, whether or not they contribute.

SUPPORTED

ongoing professional development, paying and creating space for employees to learn new skills to support their career advancement at Bark Media or elsewhere.

MADE the first pay-out of a profits-driven employee bonus program with graduated annual bonuses based on tenure.

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.

CONTRIBUTED

\$300/month toward health insurance premiums for each employee enrolled in our company health plan.

MAINTAINED

a standing volunteer hours policy for employees to take additional paid time off for days of service.

barkmediaco.com



CONTACT US:

Interested in learning
more about our work?

We'd love to talk.

Contact co-founder
James Duft: james@barkmediaco.com

