

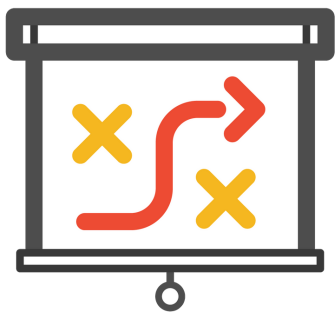


**SIGNIFY**  
FOCUS & SHINE

## 2020 SOCIAL IMPACT REPORT

### CAUSES SPOTLIGHTED: 30+

Over 30 nonprofits, social enterprises, and causes were featured on Signify's blog, emails, and social media throughout the year.

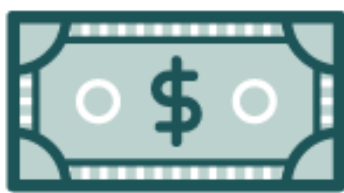


### CAUSES WORKED WITH: 24

I worked one-on-one with two dozen nonprofits and social enterprises through copywriting and marketing consulting services to ensure they would grow bigger audiences, increase sales and donations, and do more good.

### HOURS VOLUNTEERED: 15

In a year of social distancing, I volunteered for over a dozen hours through free consultations and providing complimentary expertise.



### DONATIONS MADE: 7

Donations were made to some of my favorite nonprofits: Be The Bridge, Love Not Lost, Refuge Coffee Co., Plywood People, Yellow Rose-Strong Oak Society, Exodus Cry, and Atlanta Dream Center.

### INTRODUCTIONS MADE: 5

I love to introduce great people to each other and to helpful resources so they have everything they need to further their mission.



### DO-GOODERS MENTORED: 2

I was a teacher, mentor, cheerleader, and coach to two interns who represent a generation of young people dedicated to making a difference.