

# LOOKING BACK, LOOKING AHEAD.

## 2021 IMPACT REPORT

BE SEEN.  
BE HEARD.

BE GOOD.

**SCREAM  
AGENCY**  
BE SEEN · BE HEARD · BE GOOD

## A CLOSER LOOK AT 2021.

In 2021, Scream Agency worked with many nonprofits to help elevate the voices of impactful organizations in our community. From donating time to promote the mission of Denver Basic Income Project through a new logo, Website and PR storytelling, to developing new creative and a Website for the Denver Public Library Friends Foundation, Scream Agency has been loving all of this meaningful work.

As a B Corporation, we also volunteered hundreds of hours for our B Local Colorado organization serving as a Board Member and the Marketing Communications team to support fellow Bs.

If you'd like to learn more about our work, see our recent [Client Disclosure Report](#) which details the work we choose to do and why.

## SCREAM TURNS SILVER.

Looking at 2022, we're excited to shout out that it has been 25 years since this loud baby, appropriately named Scream Agency, was born. But more on that still to come. Be on the lookout for the "Top 25 Stories We've Told" coming into your inboxes soon.

Thanks to our supportive clients for a meaningful 2021!

Lora Ledermann, Founder & Creative Director  
Scream Agency

SCREAM AGENCY  
DONATED OVER

\$35,000

IN SERVICES  
TO LOCAL  
NONPROFITS  
IN 2021



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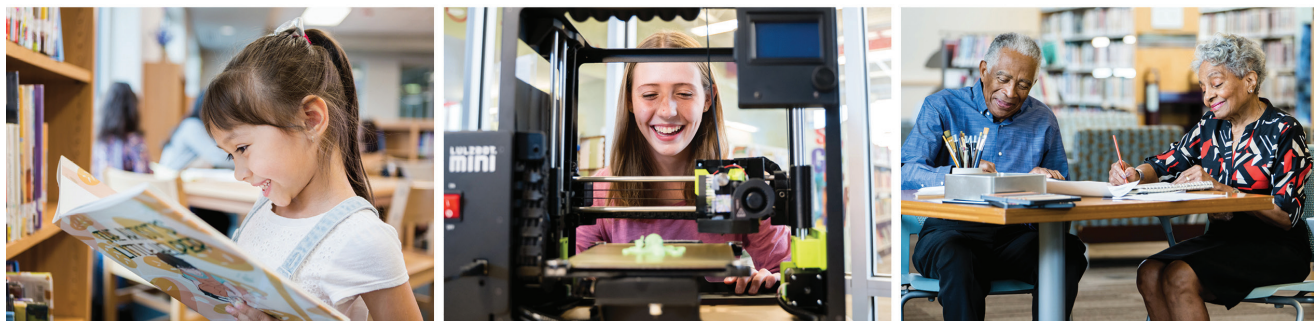
Scream hired local artists including Adri Norris, Lio Bumba “BUMBAKiNi” and Shaunie B to illustrate the key 2021 LGBTQ milestones.

## GILL FOUNDATION

Scream Agency donated time to help Gill Foundation lift the voices for the LGBTQ community. We started by hiring local artists who created new art that depicted key 2021 LGBTQ milestones. The artwork was filmed and turned into a video that was sent out as a holiday card highlighting the year of progress and to raise awareness.

See the final video [here](#).

## If Books Could Talk, THEY'D TELL A STORY ABOUT HOW DENVER PUBLIC LIBRARY HAS...



helped a child learn to read, inspired a teen to find a new passion and connected older adults to their community.

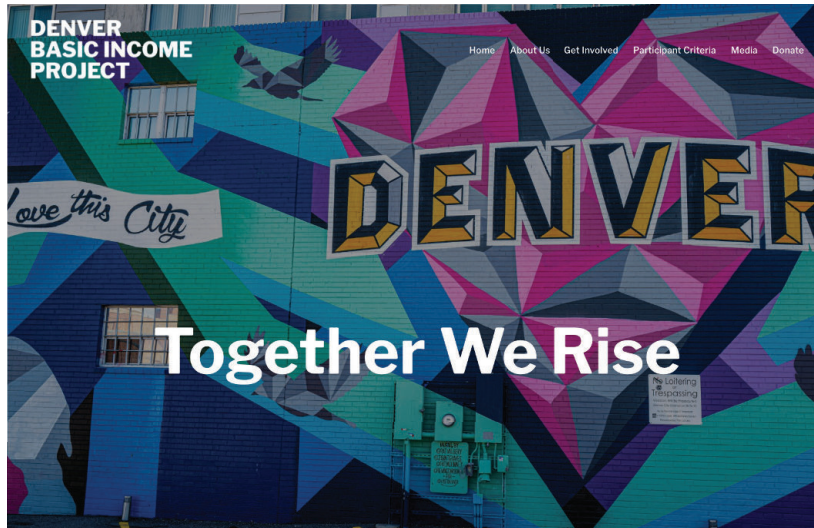
Revised creative assets and new photography for the Denver Public Library Friends Foundation.

## DENVER PUBLIC LIBRARY FRIENDS FOUNDATION

Scream Agency was hired by the Denver Public Library Friends Foundation to help share stories about how the Denver Public Library has transformed lives. We worked with a local photographer and videographer to capture the stories through a “If books could talk” campaign. The new creative was executed on the Website and in a fundraising campaign which was the most successful campaign in many years.

See the revised homepage and creative assets [here](#).





#### What is Food in Communities (FIC)?

Food in Communities (FIC) is a collaborative working to increase equitable access to healthy, affordable, and culturally important foods through food policies, systems, and environmental changes. The intent of FIC is to collectively cultivate and sustain neighborhood and regional-level changes that support community-driven priorities and build capacity among community leaders and food policy councils to strengthen the local and regional food system.

#### Food Access is a Challenge for Many

**38%** OF COLORADO'S POPULATION LACKS RELIABLE ACCESS TO FOOD.

**52%** OF NON-WHITE AND LATINX INDIVIDUALS AND MORE THAN HALF OF HOUSEHOLDS WITH CHILDREN ARE NOW STRUGGLING TO PUT FOOD ON THE TABLE.

The Denver Basic Income Project website (left); logo & collateral for Food in Communities (right).

## DENVER BASIC INCOME PROJECT & FOOD IN COMMUNITIES

Scream Agency donated time to create and tell the Denver Basic Income Project story to help raise awareness about a basic income for the unhoused. Scream Agency also donated time to help build the Food in Communities brand with a new visual identity and marketing collateral to help increase equitable access to food.

See the Denver Basic Income Project website [here](#).

# COMING BACK TOGETHER.

In 2021, we had an opportunity to regroup as a team for in-person activities and we got to further our #Educate&Inspire CSR work with in-person volunteer lectures for students.



Top Left: Yeehaw, Retreat to Cloud Camp

Above: Go Avs!

Bottom Left: Lora speaks with 50+ students about CSR Marketing



# LOOKING AHEAD.

## OUR 2022 B CORP GOALS & AREAS FOR IMPROVEMENT:

- To develop and complete the Client Disclosure Report which discloses that we have 0% of climate conflict clients (*report already completed in 2022*).
- Took the pledge at [cleancreatives.org](https://cleancreatives.org) stating that we will decline contracts with the fossil fuel industry (*signed in 2022*).
- Sustainably recycle the over 3,000 collected corks (to ReCORK for reuse), along with the proper recycling of batteries and old equipment.
- Volunteer for four half days through our SCREAM SERVES program (20 hours of VTO time/year) for organizations that fit our pillar values.
- Continue to grow our supplier diversity network by researching potential partners in photography/videography, music, art, digital/Web, talent, printing and other partner services.
- Continue to #Educate&Inspire for events in 2022 to further elevate CSR storytelling.

## SCREAM AGENCY REACHES 25 YEARS IN BUSINESS IN 2022

Stay tuned for our upcoming 25-year reflection of “Stories We’ve Told” and the impact we’ve made in our community.



Scream volunteering for Earth Month 2022  
at Chautauqua Trail



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