

IMPACT

REPORT 2021

~~CORPORATE~~
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CREATIVE PHILAN- THROPY

WHAT'S INSIDE?

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THE STORY SO FAR

The last two years have left many communities feeling like there's no light at the end of the tunnel.

We felt something needed to **change**.

Something needed to be put in place to help people get back on their feet again. We thought it was time corporate philanthropy in our sector had a shake-up.

ONE TEAM. COUNTLESS CAUSES.

TEAM LEWIS Foundation donates time, money and creative services to help charitable organizations achieve their ambitions.

Every employee has the freedom to nominate and donate to their personal cause. Big or small, it doesn't matter. When a donation is made, we provide research, marketing and communications to maximize its effectiveness.

By supporting both local and global causes, we're enabling our team to make an impact around the world. In 2021, we funded over \$2m in grants.

Our aim is to help as many communities as possible.

CULTURE. CREATIVITY. COMMITMENT.

Our aim is to empower communities, one local cause at a time. Every cause is treated equally: our employees are free to support a charity that matters to them.

Causes are helped both with cash and creativity, whether it's research, design, media relations or anything in between.

Cash injections may solve the immediate challenge many charities face, but we go beyond to ensure they continue to prosper long after the donation.

\$1,000 *Is allocated to every TEAM LEWIS employee to donate to a cause of their choosing.*

02



445

Charities submitted by our team to date

190+

Case studies available on teamlewis.com

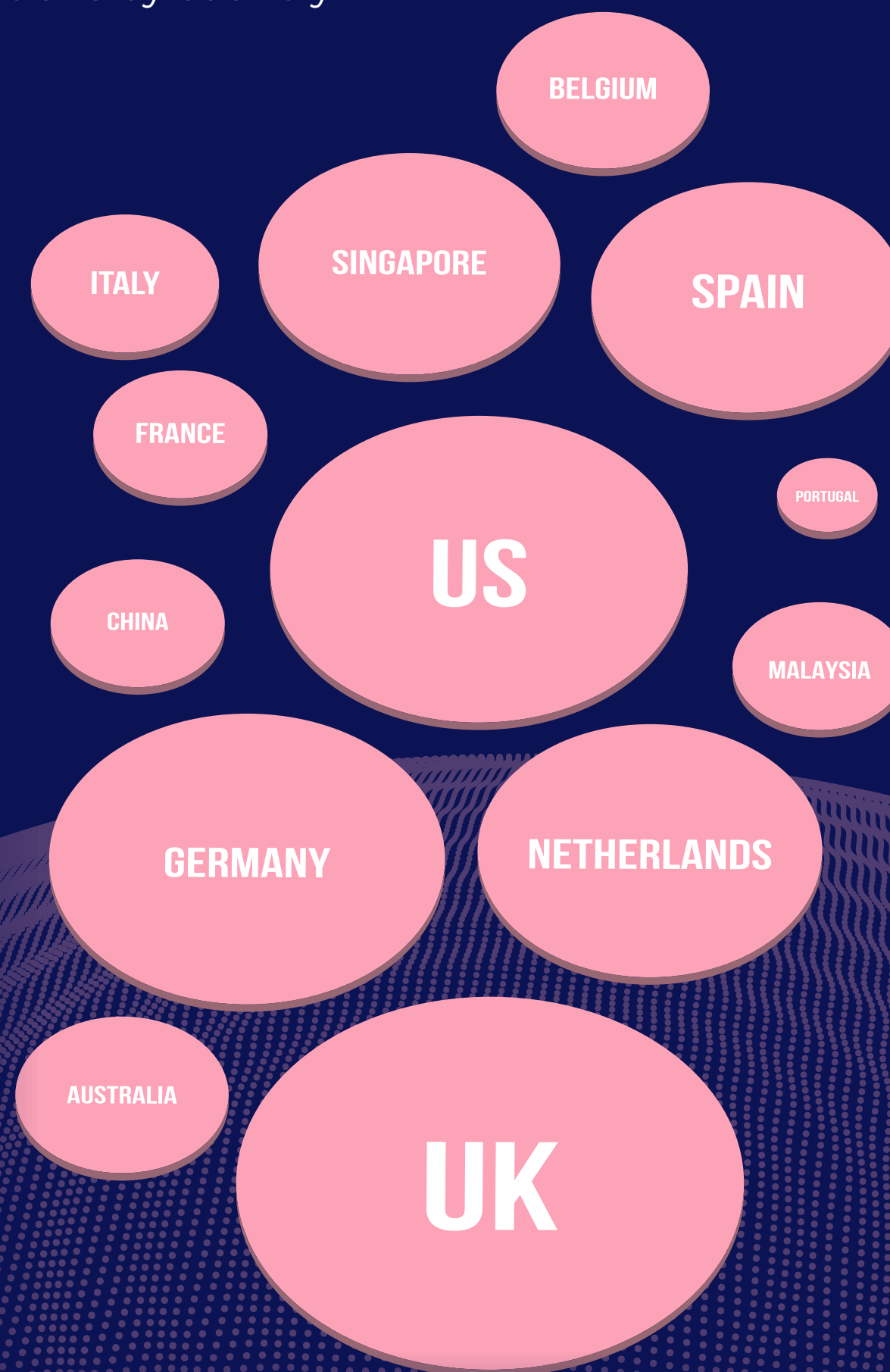
\$2,000,000

Estimated investment for 2021

+COUNTLESS

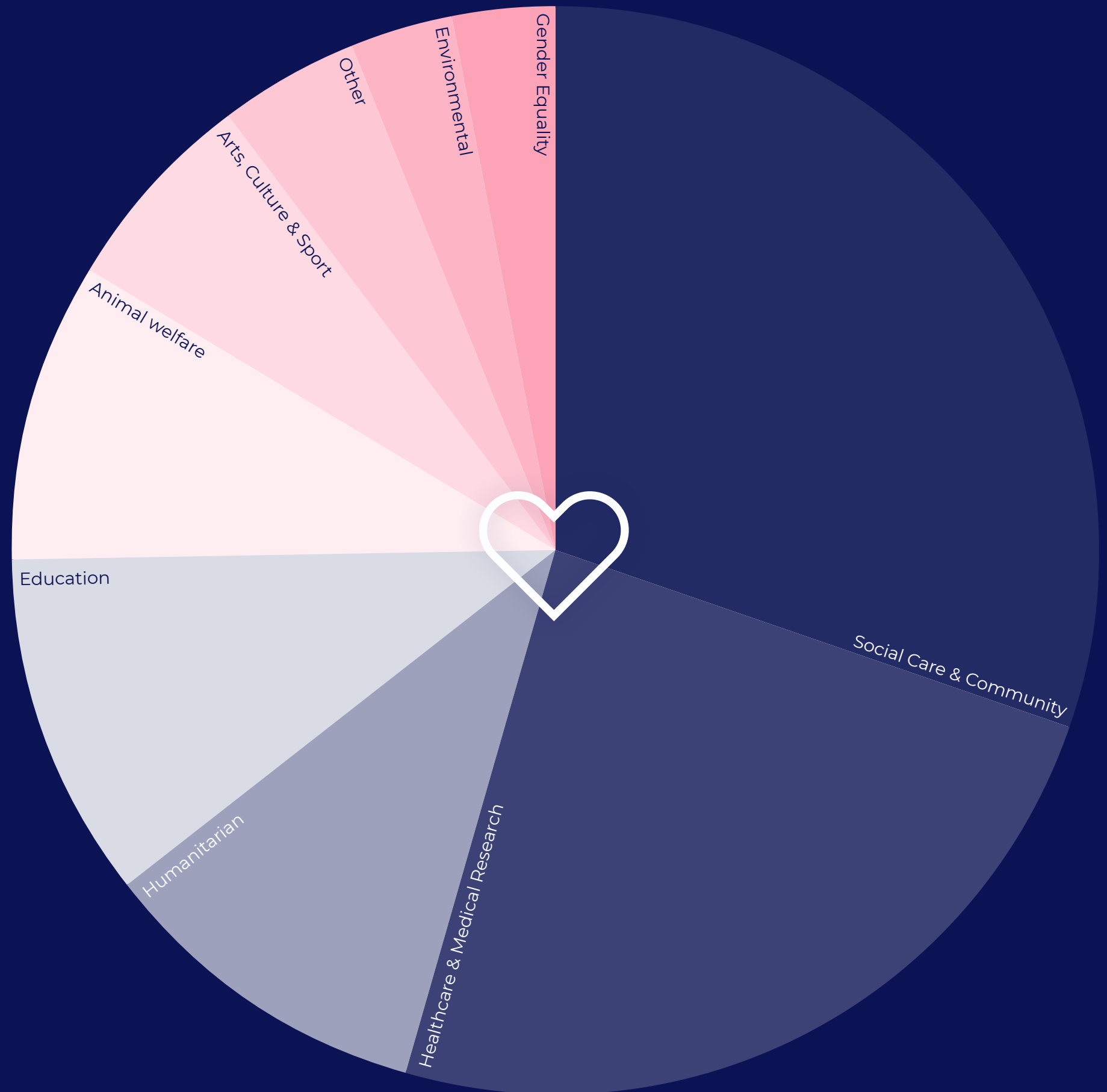
Hours devoted by our teams around the world on creative projects

Donations by country



WHO THOUGHT PIE CHARTS COULD LOOK THIS GOOD?

- ♥ Social Care & Community **30%**
- ♥ Healthcare & Medical Research **24%**
- ♥ Humanitarian **10%**
- ♥ Education **10%**
- ♥ Animal welfare **9%**
- ♥ Arts, Culture & Sport **6%**
- ♥ Other **4%**
- ♥ Environmental **3%**
- ♥ Gender Equality **3%**



03_

PARTNERING WITH CAUSES

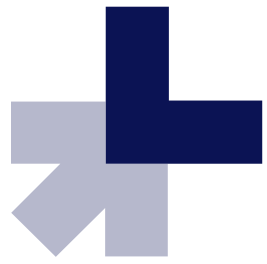
Over the last twelve months, we've harnessed the power of our global community. These are just a few of the projects **we're proud of**, whether it's continuing the fight for gender equality or helping young people with disabilities experience the magic of music.



FLINT
PUBLIC
ART
PROJECT



Music Man Project



HEFORSHE

The HeForShe global movement is a flagship initiative of UN Women that invites men and boys as allies to complement the work of the women's movement and contribute towards the achievement of **gender equality**. International Women's Day – taking place on March 8th 2022 this year – is a key date in the calendar for HeforShe.





Challenge

Gender equality in the workplace still has a long way to go. The HeForShe movement provides a platform where a global audience of men and boys can engage and foster change for greater gender equality. We wanted to help spread the word.

Solution

We conducted a global survey of Gen Z to understand what matters to them and what CEOs need to do differently in the future. We published our findings in two reports.

Result

We identified key values Gen Z look for in CEOs as well as identifying the impact COVID-19 has had on women in the workplace.



The work we did with TEAM LEWIS Foundation this year made an impact in support of the mission of HeForShe. The research uncovered data that helped us speak to different audiences around the world. We are excited to continue working with TEAM LEWIS Foundation in 2022.

Erica Sayers

Global Communications Lead at HeForShe



[WATCH THE FILM](#)

[DONATE](#)

FLINT PUBLIC ART PROJECT

The Flint Public Art Project hosts events, workshops and creates installations **to inspire** residents to reimagine the city they live in.





Challenge

Flint, Michigan, is a city in the US that was badly damaged from the effects of the General Motors bubble bursting in the 1990s. It's since suffered a steep decline in quality of living, with many residents campaigning for more support.

Solution

We worked alongside the Flint Public Art Project to help capture and promote the work they are doing for the people of Flint through a five-minute short-form documentary.

Result

We shot and edited a video that the project can now use for its fundraising and marketing efforts. The film is being used to generate attention from national media and to help foster relationships with artists. So far, the film has received two prestigious video awards and has been viewed thousands of times across various social media platforms.



TEAM LEWIS Foundation has helped us share our story with a larger audience. The team we worked with had a special understanding of our unique situation in Flint and the sensitivity needed to tell the story. The video they created with us not only uplifted our organization, but uplifted the city as a whole.

Joe Schipani

Executive Director of Flint Public Art Project



WATCH THE FILM

DONATE



MUSIC MAN PROJECT

The Music Man Project is an international music education service for children and adults with learning disabilities, providing accessible music tuition that leads to **inspirational performances**.





Challenge

Following the tragic murder of the cause's President, Sir David Amess - a British Member of Parliament who served for over 38 years - The Music Man Project was facing uncertainty and reduced support.

Solution

We worked with The Music Man Project to create a short-form documentary in the lead up to the funeral of Sir David. The film will help The Music Man project tell its story to attract donors and increased support.

Result

We created a high-quality asset for The Music Man Project which it is using to showcase the charity to broadcast media, donors and potential partners. The video has already garnered praise from high-profile politicians and journalists, alike. It will be launched widely in Q1 2022.



TEAM LEWIS has shone a light on the remarkable hidden talents of musicians with learning disabilities. Together we are bringing their message to millions of people around the world to help reverse perceptions about what this community can achieve.

David Stanley BEM

Founder of The Music Man Project



WATCH THE FILM

DONATE

04_

CHARITY

TRENDS

FOR 2022

FORGET NFTS. HERE'S SOME TRENDS THAT REALLY MATTER

- Indonesia will continue to lead the way as the world's most charitable nation – the country's rate of volunteering is already three times greater than the global average
- Digital fundraising will be the norm in 2022, with experiences like hybrid events and Gaming for Good becoming common practice
- With 50% of searches already carried out using voice, Voice Search will continue to grow in popularity
- Improved email marketing tech with greater automation and personalization features will bring in more engaged donors
- More charities will realize the creative engagement opportunities of Instagram Stories

FIVE THINGS THAT SHOULD BE ON EVERY CHARITY'S RADAR IN 2022

1. Use of QR codes
2. Contactless/cashless donations
3. Text to donate functionality
4. Cryptocurrency donations
5. Blockchain integration

05_

COMMITTING TO THE CAUSE IN 2022



Local Causes Scheme

We will donate even more cash, time and talent to the causes our teams nominate



Global Causes

We will identify and support charitable organizations that benefit communities around the world



Our Community

We will continue to empower our people, partners and clients to support causes in creative and innovative ways in 2022



TEAM LEWIS

ABOUT TEAM LEWIS

TEAM LEWIS is a global marketing agency built to help and inspire brands to grow. It provides a full spectrum of marketing, communications and digital services to deliver tangible business impact for clients. The company has over 650 staff across 24 offices throughout Asia, Europe and North America.

Get in touch

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