

Corporate Social Good At Fenton

CSG Practice Area Overview

2023

Fenton 

Fenton

Overview

We are the first national communications agency dedicated exclusively to advancing social issues and causes.

For more than 40 years, our team of experts has helped to shape national health policy, fight voter suppression, protect reproductive rights, advance racial equity, expand economic opportunity, liberate the LGBTQ+ community, demand climate action and more.

We partner with clients to spark movements, change minds, influence behaviors, advance policies, and support communities to create a more just, healthy and equitable world.



Storytelling for Business Purpose

There are many existing industry terms for what we do at Fenton: corporate social responsibility (CSR); environmental, social and corporate governance (ESG); cause marketing, corporate accountability, and more. We chose “Corporate Social Good” to unify the many terms and keep it simple. At the heart of it all, we are focused on storytelling about the social good to which our clients contribute.





Driving Authentic Impact: Turning Brand Purpose into Measurable Change

Fenton supports purpose-driven brands dedicated to making the world a better place through its products and services, people and the communities they serve. It's no longer enough for companies to say they have a purpose without authentically demonstrating impact. Values are only valuable when they're put into action and demonstrate measurable impact.

We help our corporate clients unleash the power of their brand's purpose to accelerate social change and business impact. From program development to stakeholder engagement to memorable communications campaigns, Fenton ignites the strategic and creative spark that delivers stronger relevance with audiences, greater impact in society and tangible business results for our clients.



Core Competencies

Responsible business isn't an afterthought — it's expected by consumers, employees, communities and other stakeholders. While we recognize that every brand is at a different point in their CSG journey, they often come to Fenton for our integrated thinking and authentic storytelling approach.

Here are some of the services we provide:

- Strategic planning
- Coalition development
- Spokespeople training
- Toolkits & action hubs
- Paid media
- Organic social media
- Beautiful, bold visual design & branding
- Content captures
- Newsletter and email
- Earned media
- Thought leadership and Op-ed campaigns
- Influencer strategy
- Event and partner activations
- Cutting-edge, interactive platforms
- Annual reporting
- Employee engagement
- Constant measurement & analysis



Issue Area Expertise

We use strategic communications to make the world a better place and storytelling is at the center of everything we do. Our work helps our clients advance their commitments to sustainability, DEI, health equity, and much more. We use integrated communications, earned and paid media, along with digital channels, to engage brand stakeholders and audiences, ultimately helping our clients create lasting change.

- Justice, Equity, Diversity & Inclusion
- Health & Wellness
- Sustainability
- Global Health & Development
- Sports Equity & Impact



Diversity, Equity & Inclusion at Fenton

Fenton is an anti-racist and intersectional organization that prioritizes the needs of those who have been historically marginalized or oppressed.

We do the work of creating positive social change as an act of repairing the harm done to those who have been and are currently disenfranchised and to build a workforce that more accurately reflects the vast diversity of our world.

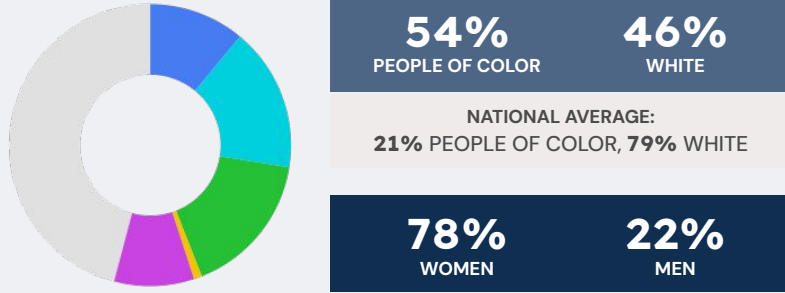
We believe to truly create change that dismantles white supremacy, racism, misogyny, xenophobia, homophobia, transphobia, heteronormativity, ableism, classism, religious discrimination and other forms of oppression, we must learn from the wisdom of those whose identities and experiences closely align with the problems we see today. And we honor the value of their lived experiences — domestically and globally — by continually building and sustaining a workplace that is inclusive and rooted in justice and equity.

We make this statement not as a concluding point of our collective journey. Rather, we have much to learn and are committed to the learning — and more importantly, the doing. **This statement enshrines Fenton's accountability to these words and this work.**



Our Racial and Gender Diversity

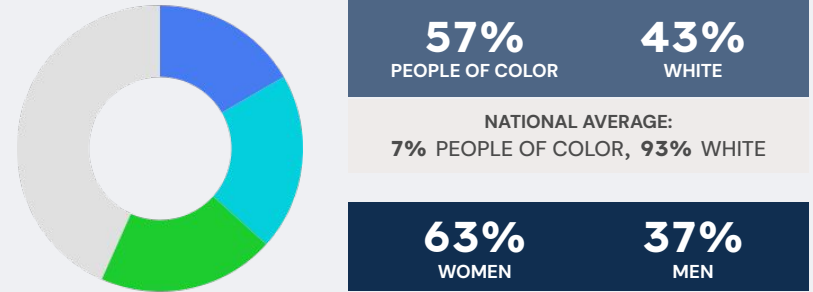
ALL STAFF



12 asian, 18 black or african american, 18 latinx, 1 native hawaiian & pacific islander, 10 two or more races, 50 white

NATIONAL AVERAGE:19% PEOPLE OF COLOR, 81% WHITE

LEADERSHIP



5 asian, 5 black or african american, 6 latinx, 13 white

Source: Diversity Action Alliance. 2020 & 2021 Race And Ethnicity. In Public Relations And Communications Benchmark Report.

DEI TASK FORCE

In 2019 Fenton created the DEI Task Force, a body of staff dedicated to ensuring our agency lives its values. The team includes a diverse mix of staff across all levels within the firm including our CEO and CPO. A DEI roadmap that we developed with staff input details agency goals and an action plan to operationalize inclusive practices. [Fenton's DEI statement is found here.](#)

ERGs

Fenton also supports five active staff-led employee resource groups (ERGs) which create community, provide programming and social events: **The Asiancy** (AAPI Staff), **BERG** (Black staff); **Palante** (Latine staff); **Prism** (LGBTQIA+ staff); and **WoOf — Women Of Fenton** (Women-identifying staff).

CEO **ACT!ON** FOR DIVERSITY & INCLUSION

PwC's CEO Action for Diversity & Inclusion™ is the largest CEO-driven business commitment to advance diversity and inclusion within the workplace.

CLIENT SPOTLIGHT

Driving Corporate Commitment to DEI Progress

Recognizing that change starts at the executive level, more than 2,000 CEOs of the world's leading companies and business organizations have leveraged their individual and collective voices to advance D&I in the workplace.

For five years, Fenton has served as the coalition's strategic communications partner, helping drive momentum and awareness and inspiring business leaders to act. Year after year, Fenton has identified new ideas and angles to position CEO Action and its respective signatories as thought leaders in addressing D&I in the workplace via owned and earned media channels.

Over the course of the partnership, Fenton has secured strong media coverage in top-tier national print and online media, including Bloomberg TV, Business Insider, Cheddar, CNBC, Essence, Forbes, Fortune, MarketWatch, PBS, SHRM, The Wall Street Journal, Yahoo! Finance, and more, garnering more than 1.2 billion impressions to date. This year, the team secured features in Protocol, Fortune, Corporate Competitor podcast, Chief Executive and Forbes, to name a few, reaching over 86 million people.





Hyundai Hope On Wheels®

Helping Kids Fight Cancer

Hyundai Hope On Wheels is a nonprofit organization supported by Hyundai Motor America, dedicated to funding research and raising awareness for pediatric cancer.

Powered by Hope: Helping Kids Fight Cancer

Fenton developed the theme for Hyundai's annual National Childhood Cancer Awareness Month campaign. The "Powered by Hope" creative assets for Hyundai Hope On Wheels, which is committed to helping kids fight cancer and supported by Hyundai and its dealers, were displayed in dealer showrooms nationwide.

The logo and primary symbol of Hyundai Hope On Wheels is made up of children's handprints. The creative used to tell the nonprofit's story has historically involved children holding up their hands dipped in paint, and children's handprints placed on white Hyundai vehicles. Fenton was challenged with developing a fresh, more compelling creative direction that celebrates hope.

Moving away from the use of handprints and using only light branding, we placed the child at the centerpiece of the creative. We developed the creative brief for the photography, and the direction tapped into the child's hopeful, innocent spirit and sweet, subtle smile to convey the hope the organization aims to spread. The gold balloons give a subtle, yet powerful nod to the official color of National Childhood Cancer Awareness Month (September) and serve as a celebration of hope in the fight to end childhood cancer.





Curry Brand is Under Armour's very first purpose-led brand centered around athletic apparel and footwear by NBA star Stephen Curry.

Launching Under Armour's Purpose-Led Curry Brand

In 2020, Under Armour planned the introduction of Stephen Curry's own standalone legacy brand. They wanted to position the new brand as the first-ever purpose-driven footwear and athletic apparel brand with a portion of its annual revenue invested into communities to ensure equitable access to youth sports. Under Armour came to Fenton to create the narrative backbone of its purpose-led mission and launch strategy while navigating the ongoing COVID-19 pandemic, the uncertainty of how or when the NBA season would start, and news cycles dominated by a politically-fraught U.S. Presidential election.

As the social change agency, our job was to ensure that Curry Brand communications stayed true to its purpose-driven vision and led with impact. We provided the Under Armour team and its teams with strategic counsel for how to shape the overall philanthropic approach of the brand and developed a comprehensive communications, messaging and PR plan for the brand launch.

Curry Brand launched to much fanfare on December 1, 2020, GivingTuesday, with an exclusive feature on ESPN/The Undeclared in which Stephen tells his brand's purpose-driven story. Additional coverage included an interview on The Daily Show with Trevor Noah, Instagram Live with President Barack Obama, and stories across sports, business, culture and social impact media, including Sports Illustrated, Fast Company, Bloomberg, CNBC, Market Watch, Triple Pundit and more. Crucially, most media coverage included mentions of the Curry Brand's purpose-driven mission to "Change the Game for Good," and in many cases, additional details about how a portion of the sales revenue would support its purpose pillars to provide sports equipment and apparel to schools, coaching and mentorship in under-resourced communities and build safe places to play.



Contact Info

Rachel Henderson Eliff

Executive Vice President, Corporate Social Good

rhenderson@fenton.com

Fenton 

Strategists
for Social Change