

Advocates for our Community

Making A Difference Awards

WEBER SHANDWICK



We created the Weber Shandwick “Making A Difference” awards program to pay tribute to the inspiring pro-bono work our offices are doing around the world and celebrate the commitment each office makes to their community. The spirit of this program lives on year after year and the work submitted is always impressive and showcases our firm’s talent, passion and breadth of experience.

Giving back and serving as advocates for causes we believe in is an integral part of Weber Shandwick’s culture. We are proud of our Making A Difference program and look forward to the continuation of this tradition of making a positive impact in the communities in which we operate around the world.

We hope you enjoy this snapshot of the work done over the years.



Harris Diamond



Jack Leslie



Andy Polansky

Our Making A Difference awards truly emphasize the significant pro-bono contributions our colleagues are making in their local communities around the world. The entries bring to life our commitment to serve as advocates for causes we believe in and support the communities in which we operate.



“Our pro-bono work is as diverse as our people, yet displays a shared compassion for others and a commitment to improving society.”

— *Harris Diamond, CEO, Weber Shandwick*

The winning campaigns from 2011 were: Campaign of the Year



CANFAR (Canadian Foundation for AIDS Research): Youth Awareness Campaign (Toronto)

For over 20 years, Weber Shandwick Toronto has supported The Canadian Foundation for AIDS Research (CANFAR) with their annual charity event, Bloor Street Entertains. This year, the firm signed on as Agency of Record committing to \$120K in pro-bono services and with that, took on a new charge. With young people accounting for half of all new HIV infections globally and the rate of infection having increased by 50% in Canada over the past 10 years, CANFAR needed to speak to Canadian youth in a way that was both credible and relevant to them. The Weber Shandwick team helped establish a partnership between CANFAR and singer Keshia Chanté to connect with this hard to reach audience. Through the team's efforts and Keshia's representation at events, media interviews, press conferences and her participation in CANFAR's Youth Trip to Kenya, the team secured more than 17 million media impressions. And Keshia's large following on Twitter has significantly increased CANFAR's reach with young audiences.



Richard House Children's Hospice: Harry's Million (London)

Weber Shandwick London was charged with launching Richard House's new campaign Harry's Million. The aim of the campaign is to generate awareness around the organization and raise £1million over three years so Richard House – London's first children's hospice – can continue giving life-limited children the freedom they deserve. Using the program's mascot, Harry the Puppet, the team initiated a social media campaign creating pages on YouTube, Facebook and Twitter and interacting with its followers in the voice of Harry. The team also coordinated interviews between celebrities and Harry the Puppet. The campaign generated the awareness it had hoped with the celebrity interviews being picked up in trade and regional newspaper press. The social media campaign saw the number of Facebook fans rise to 454 in just six months, with clear trends towards increasing numbers when the celebrity interviews were uploaded. To date, the figures across all their social media platforms are: 525 Facebook fans, 105 followers on Twitter, 10,563 upload views and 5,559 channel views on YouTube.

Best Campaign Tactic



Big Brothers Big Sisters Detroit & Southfield High School: The Social Circle Presents "Become A Little" (Detroit)

Weber Shandwick Detroit partnered with Big Brothers Big Sisters Detroit (BBBS) to establish The Social Circle, an ongoing mentoring program for Southfield High School students. One of the BBBS goals for 2011 was to recruit local youth to become a "Little" and be paired with a mentor. To meet that goal, the Weber Shandwick team worked with the students in The Social Circle to create a video encouraging their peers to become a "Little" with BBBS. The final video entitled, "Become A Little," was posted on the BBBS website and social properties and shared with high schools across Detroit. And since its release, the video has exceeded BBBS' expectations with eight high school students signing up to become "Littles" as a result of seeing the video.



WWF China: Earth Hour's Beyond The Hour – 26 March 2011 (Beijing, China)

The Earth Hour campaign was developed by the World Wide Fund for Nature (WWF) and is the world's largest save-the-planet campaign. It reaches out to every corner of the world by calling on individuals, businesses, communities and governments to commit to switching off their lights for one hour. In 2011, Weber Shandwick was retained for the third consecutive year to support Earth Hour in China and tasked with providing strategic council, media outreach and PR support for the program and the night-of-lights-out event on the night of Earth Hour. After a continuous wave of press releases, social media outreach and interviews, Earth Hour received 2742 pieces of positive coverage and a series of in-depth TV and print interviews with WWF spokespeople. Earth Hour was among the top trending topics on weibo on the day of the event and the firm also received a Certificate of Appreciation from the WWF.



Foundation Fighting Blindness: Dining in the Dark (San Francisco)

The Foundation Fighting Blindness' Dining in the Dark gala allows guests to experience firsthand what it means to be completely blind – at least for dinner. During the annual event, guests dine in complete darkness to gain insight into the daily lives of those affected by blindness. All of the proceeds from the gala are used for research and clinical trials aimed at curing blindness-causing retinal diseases, which affect more than 10 million people in the United States. For the last two years, Weber Shandwick San Francisco has provided pro-bono media relations support to generate media interest and heighten visibility for the San Francisco event and also raise awareness of the Foundation and the importance of retinal degenerative disease research. Despite some initial challenges, the team's outreach efforts resulted in more than three million impressions and helped drive sold-out attendance for the event.

Most active offices of 2011 were:



Weber Shandwick Minneapolis: Weber Shandwick On Loan (Minneapolis)

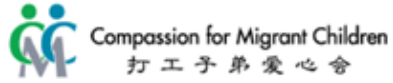
The Minneapolis office of Weber Shandwick has a 23 year history of supporting local non-profit organizations through pro-bono client relationships, mentorships, work projects and an annual day-long workshop designed to help non-profits effectively tell their stories. Their Making A Difference program includes Weber Shandwick On Loan. The goal is not only to make a difference in their community, but also in the lives of its staff by providing them with opportunities to lead and effect change. Weber Shandwick On Loan gives as many people in the office as possible the opportunity to work on half-day or day-long work projects in the community. So rather than schedule one major project, they take pride in hosting projects that are employee-selected, organized and led. Approximately 75 percent of employees are involved and since January 2010, more than 125 Minneapolis employees have surfaced, organized and participated in numerous Weber Shandwick On Loan projects.



Weber Shandwick Boston: Share Your Story: A Public Relations Workshop (Boston)

In its fourth year, Weber Shandwick Boston's Share Your Story PR workshop continues to change and evolve, using insights from years past to deliver concrete training, strategy and advice to numerous Greater Boston non-profit organizations. Share Your Story is now the cornerstone of Weber Shandwick Boston's philanthropic efforts, involving employees at all levels in the strategy, planning, and execution of the event. The 2011 Share Your Story planning committee developed a target list of local non-profit organizations, determined appropriate leaders for the workshops, and secured A-list Boston-area media for panel discussions. The committee engaged more Weber Shandwick Boston staff than any year previous, with a total of 22 people participating in some way. What truly separated this year's Share Your Story workshop from years past was the increased participation and enthusiasm from the Weber Shandwick staff, the integration of social media during the day's events and the team's continued interaction with the non-profit organization representatives following the event.

Also deserving honorable mentions in 2011 are a number of inspiring campaigns:



Compassion for Migrant Children:
Weber Shandwick: All for Chinese
Migrant Children (Beijing, China)



Lifeline Energy: The Lifeplayer:
An Answer to Energy Poverty
(New York)



PRSA Detroit, Big Brothers Big
Sisters Detroit, and Southfield
High School: 2010-2011 Diversity
& Inclusion Program (Detroit)



The country of Japan & overseas
business communities: Real Voices,
Real Japan (Tokyo)



National Women's History Museum:
Meryl Streep Fundraising Dinner
(Washington, D.C.)

The winning campaigns from 2010 were:



ST. PHILLIPS SCHOOL & COMMUNITY CENTER: St. Phillips School & Community Center: Providing Opportunity for Youth in South Dallas (Southwest – Austin, Dallas)

Weber Shandwick Southwest worked with St. Phillip’s School & Community Center, a beacon of hope for neighborhood children, to devise a plan to build a solid, stable and technology-rich learning environment.



HOPELINE®: Verizon Wireless (U.S.)

Weber Shandwick conducted a wireless phone collection drive in our U.S. offices. During a two-month period, employees donated more than 800 no-longer-used wireless devices and accessories, which were kept out of landfills and turned into support for domestic violence survivors through HopeLine®, Verizon Wireless’ exclusive phone recycling and reuse program. Weber Shandwick employees were encouraged to donate their old wireless handsets and accessories from any service provider, in any condition. The 800-plus devices collected will help HopeLine to distribute grants and refurbished phones with 3,000 free minutes of service to domestic violence shelters to be used by survivors as they create safety plans and rebuild their lives.



“SHARE YOUR STORY”: Philanthropy Day (Cambridge)

Weber Shandwick is frequently asked by non-profits to assist in their communication services. Because not all of these requests can be honored, Weber Shandwick’s Cambridge office decided to establish a Share Your Story day of philanthropy. This day brought together area non-profits for a one-day interactive workshop with Weber Shandwick employees and journalists. Nineteen individuals from 17 different organizations took part in this event which offered five different sessions that targeted the needs of the participants; PR writing, developing a media plan, media relations, media training and social media. A great amount of planning and time went into the event and it definitely paid off. One week after the workshop, Weber Shandwick sent out a survey to all attendees. 89 percent responded and overwhelming amounts of the responses were extremely positive. Additionally, almost half of the workshop’s attendees wrote thank you letters or e-mails to Weber Shandwick employees.



WEBER SHANDWICK: IN China FOR China (Beijing, Shanghai)

The “In China FOR China” campaign engages and motivates staff, forges relationships with civil society and gives valuable experience and credibility to our people. Our alliances cover the key pillars of environmental protection, social development and governance, with commitments that are designed to be long term rather than via scattered one-off events.



THE SPANISH COMMITTEE OF THE UN AGENCY FOR THE REFUGEES (ACNUR): The Van for the Refugees (Madrid)

Weber Shandwick was in charge of spreading the word on a noble cause: a “virtual van.” The virtual van is a website to collect donations to bring to key refugee camps in Sub-Saharan Africa, such as Dadaab in Kenya or Nakivale in Uganda.

Also deserving honorable mentions in 2010 are a number of inspiring campaigns:



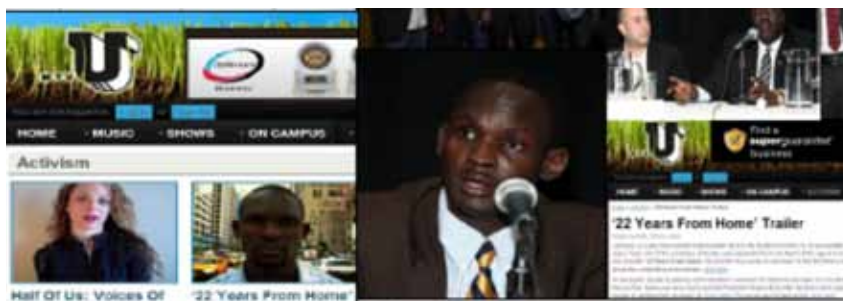
Juvenile Diabetes Research Foundation: Walk teams (New York, San Francisco)



People Serving People: Showing People the True Faces of Homelessness (Minneapolis)



World Wide Fund for Nature (WWF): Weber Shandwick Helps Make Climate Change History in (Singapore)



Multi-partner engagement led by Left Brain/Right Brain Productions and Bennett-Robbins Productions, including USA for UNHCR, MTV, the government of Southern Sudan and Abek Community Development Program: Raising Visibility for the Film "22 Years from Home," the ongoing genocide in Darfur and Sudan, and the historic Sudan elections (New York)

"The Making A Difference awards show how the work we do really makes a difference to the causes involved."

— Helen, Account Director, London

The three winning campaigns from 2009 were:



THE MOYER FOUNDATION: Camp Erin Awareness – Bringing Bereavement Camps to Kids Nationwide (Seattle)

In December 2007, Weber Shandwick's Seattle office partnered with The Moyer Foundation, a non-profit organization, founded by Philadelphia Phillies pitcher Jamie Moyer and his wife Karen, that serves the needs of children in distress. The couple enlisted Weber Shandwick to execute a nationwide launch of a program initiative for Camp Erin's bereavement camps for children and teens that have lost a loved one. The plan was to open camps in 10 new cities in 2008. Weber Shandwick began extensive research on bereavement trends to support the need for the expansion of Camp Erin. After conducting this research, Weber Shandwick collaborated with bereavement experts to strengthen Camp Erin's message. An appearance calendar was then created in conjunction with Major League Baseball's spring training and Moyer's regular season schedule with the Phillies. Weber Shandwick overcame all of these scheduling hurdles and successfully garnered over 40 million media impressions in local and national outlets, secured unsolicited donations of over \$10,000 and raised both local and national awareness about Camp Erin and The Moyer Foundation.



HABITAT FOR HUMANITY AUSTRALIA: Bidwill Blitz Build (Sydney)

The need for affordable housing solutions in Australia has never been greater for the country has the most unaffordable housing in the English speaking world. Habitat for Humanity Australia (HFHA) decided to create a tangible solution to this problem by building a five-bedroom house for a deserving family in just 12 days. Weber Shandwick Australia was brought on board to showcase HFHA's mission and attract media attention to this project. Weber Shandwick's campaign focused on raising brand awareness and sharing the story of the 12 day build. This was accomplished through assertive pitching and the support of a National Rugby League team, the Wests Tigers. Through this outreach, the build received key broadcast placements on Australia's four main free-to-air channels. This translated into tangible results for HFHA. There was a dramatic increase of inquiries from families seeking to become HFHA partner families, hits on the organization's website more than doubled and the Australian housing minister agreed to meet with HFHA to discuss how they could work together to create more affordable housing.



WAR CHILD: Heroes Album Launch (London)

SLAM public relations partnered with two other PR agencies to work with War Child; an organization that works with children affected by war in Iraq, Afghanistan, Democratic Republic of Congo and Uganda. SLAM was asked to make War Child's compilation *Heroes* CD the must have album of the year and ultimately drive sales. This task was part of a larger campaign surrounding *Heroes* which included the promotion of limited edition Paul Smith t-shirts and a concert to raise money for the organization. SLAM positioned the compilation CD as the must have album of the year by issuing a press release and sending out sample tracks to a number of key music journalists. SLAM's efforts were a success for they secured War Child widespread coverage in a variety of prominent publications.

"I highly praise these awards for leveraging our professional knowledge to assist organizations/parties who really need such resources for publicity."

— Elsa, Account Director, Taipei

Also deserving honorable mentions in 2009 are a number of inspiring campaigns:



Hedge Funds Care UK:
Preventing and Treating Child Abuse (London)



Raisa Gorbachev Foundation:
3rd Annual White Tie Ball (London)



Fondazione De Gasperis: Il Cuore di Milano – "The Heart of Milan" (Milan)



STARBASE Minnesota:
STARBASE: The best kept secret...until now. (Minneapolis)



Habitat for Humanity: Increasing Awareness, Combating Poverty Housing (Singapore)



David Ortiz Children's Fund:
David Ortiz Celebrity Golf Classic (Cambridge)



Marie Curie Cancer Care:
First Among Equals (Scotland)



Citizen Schools: Citizen Schools Apprenticeship Program (Cambridge)



La Cocina: Food for Thought Workshops (San Francisco)

The three winning campaigns from 2008 were:



MACULAR DEGENERATION FOUNDATION: Macular Degeneration Awareness Week 2007 (Sydney)
The Macular Degeneration Foundation (MDF) engaged our colleagues from the Health and Wellness team in Sydney to promote the prevalence of this ocular disease within Australia during Macular Degeneration Awareness Week (MDAW) – June 25 - July 1, 2007. Noticing the public's misunderstanding of the importance in protecting their eyes from Macular Degeneration (MD), the MDF sought to use MDAW as a chance to educate Australians about MD, and encourage them to be proactive in protecting their vision. Our colleagues worked with Galaxy Research to create a consumer survey, developed a news hook to conduct consumer research into awareness levels of MD, and engaged the media on the survey results. The team directed its national media campaign toward talk radio and metropolitan newspapers with their survey, media kit, celebrity spokespeople and case studies. As a result, MDAW 2007 was the most successful in its seven-year campaign history. Additionally, our colleagues helped MDF increase its visibility—demonstrated by the 340% increase in calls to the MDF support line, and by the 700% increase in media impressions from MDAW 2006.



PRESIDENT LINCOLN'S COTTAGE AT THE SOLDIER'S HOME, NATIONAL TRUST FOR HISTORIC PRESERVATION: Grand Opening of President Lincoln's Cottage (Washington, D.C.)
Our colleagues were asked to help create a brand identity and message platform for the cottage where Abraham Lincoln and his family spent an important part of their time while he was in office. In preparation for the site's opening on President's Day 2008, the team worked to increase public awareness of the cottage, generate media coverage, and encourage people to visit the site. Well-structured tactics (including providing private tours for journalists prior to the event, distributing press kits, and targeting the top-25 market print, broadcast and online outlets) helped the event to receive both national and international coverage. Key coverage included stories in *The New York Times*, *The Washington Post* and *USA Today*. Notably, more than 20 magazines and specialty trade publications and more than 30 blogs covered the cottage's opening.



ROBBIE MILLAR SCHOLARSHIP: Launching the Robbie Millar Scholarship (Belfast)
Our Belfast colleagues were invited to join the board of the Robbie Millar Scholarship Fund, created in memory of the renowned Irish chef who tragically died two years ago, to design, manage, and market the scholarship program. The team created the first world-class culinary scholarship program for young chefs in Ireland and Great Britain. To procure patron and sponsor support, and secure quality prizes to validate the credibility of this new scholarship program, our colleagues reached out to various media outlets throughout Great Britain, Northern Ireland, and the Republic of Ireland. A launch event was held in January 2007 where established industry leaders were invited to serve as ambassadors, encouraging catering colleges and restaurants to put forward scholarship participants. Following the launch, 17 leading international food and wine experts, as well as work placements with Varlhona Chocolate in France, and two Michelin-starred restaurants, all agreed to support the competition. Weber Shandwick issued 5000 entry forms and secured high-quality entries from across Britain and Ireland. The winner has since received many high-profile offers and attributes his success to the scholarship. The scholarship and competition secured media coverage throughout Britain and Ireland. Additionally, the campaign won Gold at the 2007 NI Chartered Institute of Public Relations award in the Not-for-Profit Category.

Also deserving honorable mentions in 2008 are a number of inspiring campaigns:



Boys and Girls Club of America:
Call America to Action
(Los Angeles, Dallas)



Canadian Foundation for AIDS
Research: Bloor Street Entertains
(Toronto)



Chicago Children's Advocacy
Center: Project Not My Child
(Chicago)



Habitat for Humanity
Build4Hope 2007:
Building Hope and
a World Record
(Singapore)



Hedge Funds Care:
Open Your Heart to the Children
(London)



Itasca Project:
Financially Fit Minnesota
(Minneapolis)



National Coastwatch Institution
(NCI): The Way Forward
(London)



Navajo Nation:
"Justice for Navajo Nation"
(Washington D.C.)



PAWS (Pets Are Worth Saving):
Lincoln Park Shelter Launch
(Chicago)



UNIPRO: Look Good Feel Better
(Milan)



War Child: Dog Tags
Entertainment Campaign
(London)

The three winning campaigns from 2007 were:



WAR CHILD: "Help: A Day in the Life" (London)

Our London colleagues worked with War Child, an organization devoted to issues affecting children trapped in war zones around the world, on the release of "Help: A Day in the Life," a celebrity-packed, on-line music album. To raise War Child's profile, reach audiences beyond the music and entertainment media, and maximize sales of the album, the team advised a research report based on the perceptions of children in war zones. The report was presented to students in schools throughout the UK, resulting in a call to action. This movement, along with a targeted media strategy, generated so much attention that the album dominated British media for two days. It also put the album on course to be the biggest-selling downloaded album in history, and re-established War Child as one of the best-known non-profit NGOs and an authoritative voice on conflict and children's human rights.



HONG KONG CANCER FUND: CancerLink Support Centre (Hong Kong)

Our Hong Kong team worked with the Hong Kong Cancer Fund to open a new support center for cancer patients and their families. The goal was to not only build awareness of the new center and provide free information and support, but to also reposition the Hong Kong Cancer Fund as the premier resource for local families. By targeting specific media, providing media training for the organization's staff, and inviting reporters to attend the official opening ceremony and experience the center's services, the team secured positive media coverage, including a profile during prime time on ATV News, highlighting the center's key messages. The media campaign also successfully reached its local, target audience to create awareness of the center's services, and positioned the center as an alternative for patients and others who need information and support.



NON-PROFITS TELLING YOUR STORY: PR Workshop (Minneapolis)
For the past 25 years, the Minneapolis office has been providing pro-bono public relations support to non-profit organizations across the state of Minnesota. As the office's reputation grew, applications for support began to increase. In order to serve all applicants, the team created a day-long PR workshop in which our Minneapolis colleagues teach local non-profits the skills needed to address their primary communications challenges, and to create or improve their communications plans. The Minneapolis office has been hosting this event for 14 years, serving an estimated 350 organizations. The event has been invaluable to local non-profits and has provided Weber Shandwick team members with an important opportunity to make a difference in their community.

"As a Making a Difference judge, it's amazing to see not only the great work that's being done globally for non-profits by Weber Shandwick colleagues, but to see the range of really innovative approaches and the focus on long-term impact for these organizations. In the Minneapolis office, we talk regularly about what we're doing in our community, but it's very cool to see that Weber Shandwick spirit of service magnified globally, and to get a look at how our colleagues in Singapore, Sydney and London are making a difference."

— Julie, Senior Vice President, Minneapolis

Also deserving honorable mentions in 2007 are a number of inspiring campaigns:



American Airlines: American Airlines' Commitment to CSR (Beijing)



18 Segundos: Domestic Violence in Spain (Madrid)



International Osteoporosis Foundation: Raising Awareness of Osteoporosis (London)

CHICAGO SUN-TIMES



Padres Contra el Cancer: El Sueño de Esperanza Gala (Los Angeles)



Chicago Freedom Movement Conference: "Fulfilling the Dream" (Chicago)



South of Market Children's Center (San Francisco)



Hoop Dreams Scholarship Fund (Washington, D.C.)



Susan G. Komen Breast Cancer Foundation: National Breast Cancer Awareness Month (Dallas)



AMC Cancer Research: Women's Event (St. Louis)



CANFAR: Bloor Street Entertains (Toronto)

The three winning campaigns from 2006 were:



INTERNATIONAL OSTEOPOROSIS FOUNDATION (Gobal)

A global healthcare team from multiple Weber Shandwick offices on three continents created a campaign to support global awareness and encourage policymakers to promote greater access to screening for the prevention of osteoporosis, a devastating bone disease that affects millions of people worldwide. To meet the IOF's objectives, the Weber Shandwick team created a media toolkit for national osteoporosis organizations, leveraged World Osteoporosis Day activities around the world, launched a new advertising campaign in Asia and brought together osteoporosis experts with 70 stakeholders from 20 European countries. The global campaign reached more than 50 million households and significantly increased the number of people requesting preventative screening for osteoporosis.



HABITAT FOR HUMANITY (Singapore)

Habitat for Humanity, a global non-profit organization that seeks to eliminate poverty and homelessness, asked our Singapore office to help them achieve a higher level of volunteer participation, increase corporate sponsorship and expand outreach to a wider public. After conducting extensive research on four key audiences and articulating the value propositions Habitat had to offer each, the Weber Shandwick team developed a full range of online and offline information materials targeted for each audience. With these tools in hand, Habitat formed eight Global Village teams in the first half of 2005 and sent out many more teams in the following months.



NAMASTE CHARTER SCHOOL (Chicago)

Weber Shandwick's Chicago office applied its expertise in health and nutrition issues to launch a new charter school designed to address two of the biggest health and education issues today – childhood obesity and the need for quality education in inner city schools. The objectives of the campaign for the Namaste Charter School were to drive student enrollment and secure funding from prospective donors. Our Chicago team created a differentiated identity highlighting the school's emphasis on physical fitness and nutrition, produced marketing materials for potential students/families and donors and increased awareness through substantial coverage in top national and local media outlets. These efforts helped the Namaste school exceed its enrollment target and double its year-one fundraising goal.

“What I really like about the program is that it gives us a chance to showcase how PR can make a lasting and meaningful impact on other people. You can just tell that people were doing the work because they really cared and believed in the cause.”

— Vivian, Account Director, Kuala Lumpur

For questions about the Making A Difference awards and the campaigns highlighted, or to learn how you can make a difference in your office, e-mail makingadifference@webershandwick.com.



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