



# 2022 IMPACT REPORT

## A NOTE FROM OUR CAPTAIN

What a year 2022 has been for Anchor Marketing. This report tells a story of resilience, determination, and collaboration. It is a testament to the incredible work we are privileged to be a part of, and to the amazing nonprofits we serve. As Captain of Anchor Marketing, I am humbled by the impact we have made this year and look forward to what we can accomplish in the future.

In reflecting upon 2022, I'm also immensely proud of how we've brought our core values to life:

**Candor:** We've practiced openness and honesty in all our relationships, fostering trust with our clients and team. This value has been essential to our success, including during the frank and transparent conversations required to plan and execute our numerous marketing campaigns.

**Excellence:** Our nominations for three awards—RBC Canadian Women Entrepreneur Awards, CanadianSME Small Business, and Small Business BC Award—are testaments to our commitment to excellence. We continually strive for the highest standard in all we do, pushing boundaries and driving innovative solutions in our marketing strategies.

**Collaborative Expertise:** Working in unity, we combined our diverse skill sets to create and execute dynamic marketing strategies that resonated with millions around the globe. Our collaborations resulted in unprecedented engagement, reaching almost 46.5 million target audience members.

**Altruism:** Our motivation is to utilize our expertise in marketing to bring about positive change, as we find fulfillment in leveraging our skills to serve the greater good! This sense of purpose has driven us to create campaigns that both promote our clients and the positive difference they bring to the world.

**Wonder:** Our curiosity and desire to learn drove us to produce content in five different languages. Through embracing a sense of wonder, we expanded our reach, connected with diverse audiences, and helped our clients who serve in communities in 28 different countries.

Thank you to our clients for your continued partnership and trust. Let's make this next year even more impactful.

With gratitude,

**Danielle Gagner**  
*Captain, Anchor Marketing*

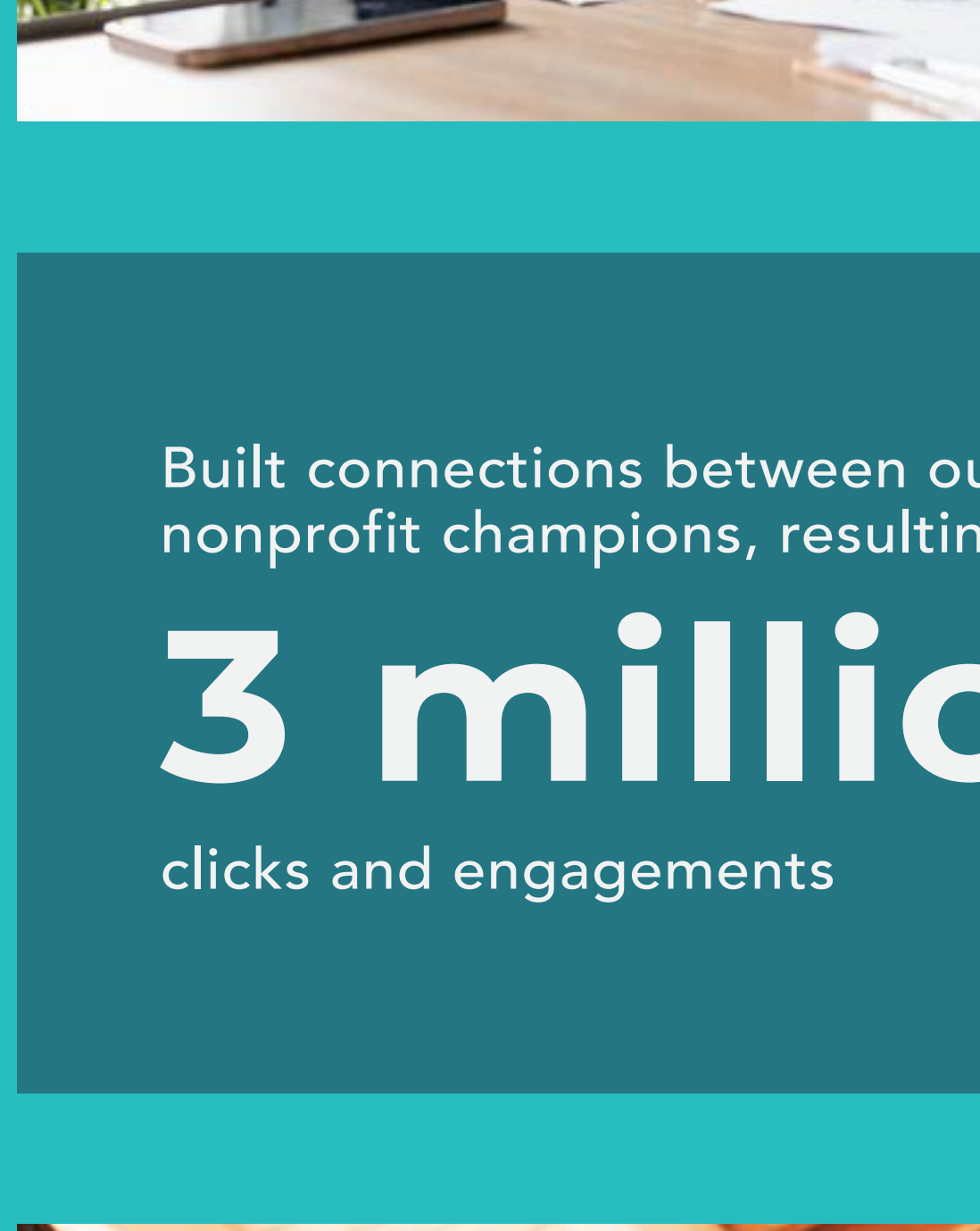
## LAND ACKNOWLEDGEMENT

Anchor Marketing is an agency that works in the nonprofit, charity and education sector. Our team is made up of settlers, immigrants, newcomers and descendants of colonizers.

We are located on the shared, traditional, ancestral and unceded territories of the scəwəθəŋ, xʷməθkʷəyəm, and other Hun'qumí'num speaking people. We hold deep gratitude towards the historical and ongoing stewardship of these sacred lands by the Peoples who are connected to her.

We acknowledge how the marketing industry perpetuates harmful stereotypes of Indigenous and other marginalized peoples. As a team we hold ourselves accountable to critically reflect on the role marketing has played and take the steps within our power to end the harm it has caused. We are all in different stages of our decolonization journey and we are committed to both the unlearning and learning needed and we invite correction. Our team welcomes opportunities to work in partnership with Indigenous creators, amplify Indigenous voices, and ensure fair representation of Indigenous People with all the clients that we work alongside.

## 2022 AGENCY IMPACT



Reached almost

# 46,537,805

target audience members through strategic digital marketing targeting

Built connections between our clients and potential nonprofit champions, resulting in over

# 3 million

clicks and engagements



Nominated for

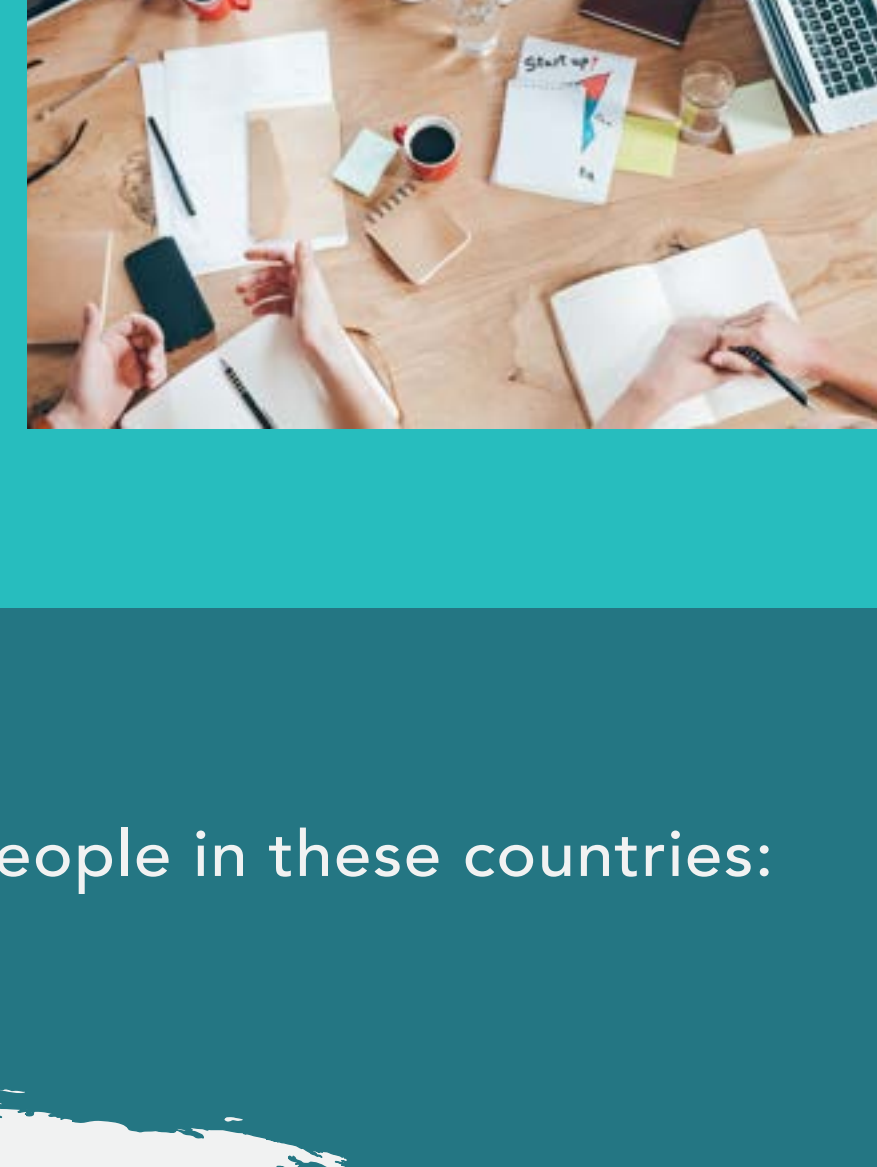
# 3 awards

(RBC Canadian Women Entrepreneur Awards, CanadianSME Small Business, Small Business BC Award)

Produced content in

# 5 languages

(English, French, Spanish, Mandarin, Portuguese)



### THE RIPPLE EFFECT

Our marketing collaborations with clients enable them to serve people in these countries:



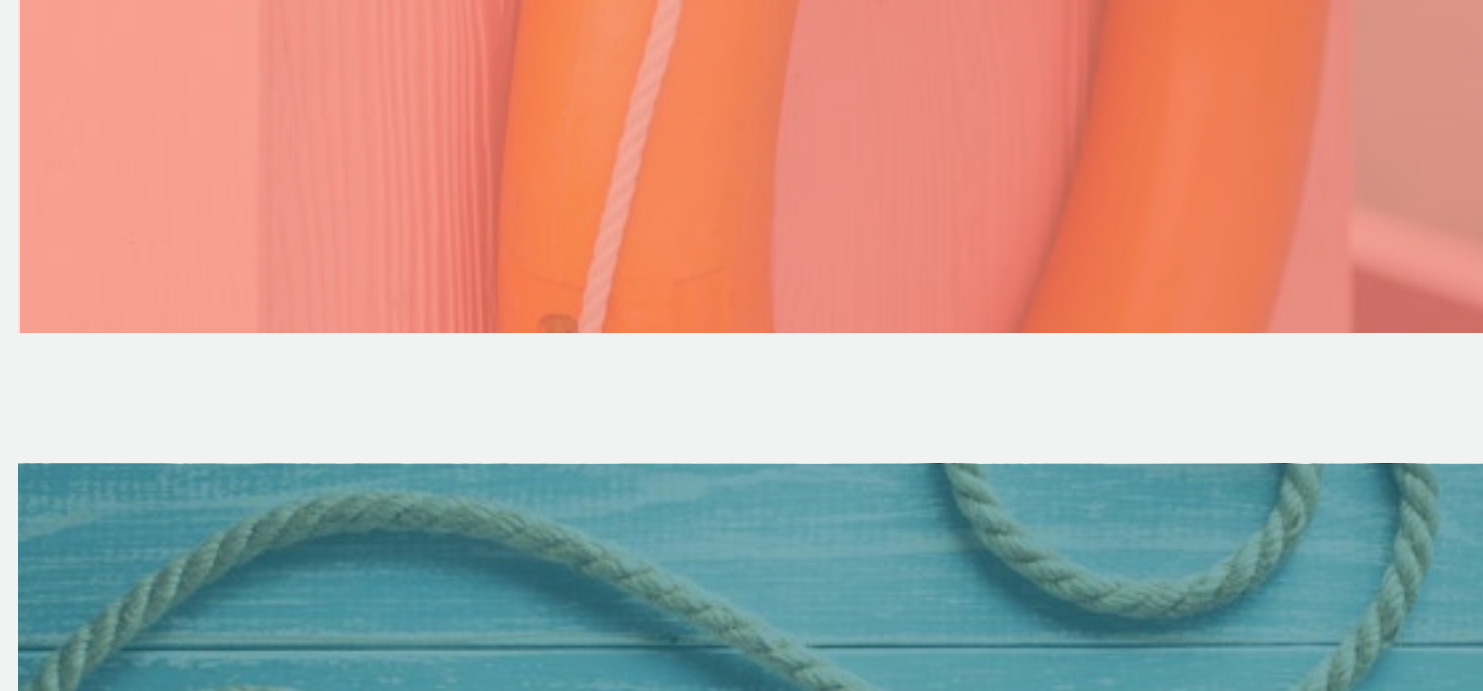
Canada, Dominican Republic, US, Mexico, Albania, Australia, Bahamas, Cambodia, Democratic Republic of the Congo, India, Indonesia, Kenya, Laos, Lebanon, Mongolia, Mozambique, Myanmar, Nepal, Niger, Peru, Philippines, Rwanda, St. Vincent and the Grenadines, Sudan, Tanzania, Thailand, Ukraine, Yemen

## IMPACT HIGHLIGHTS



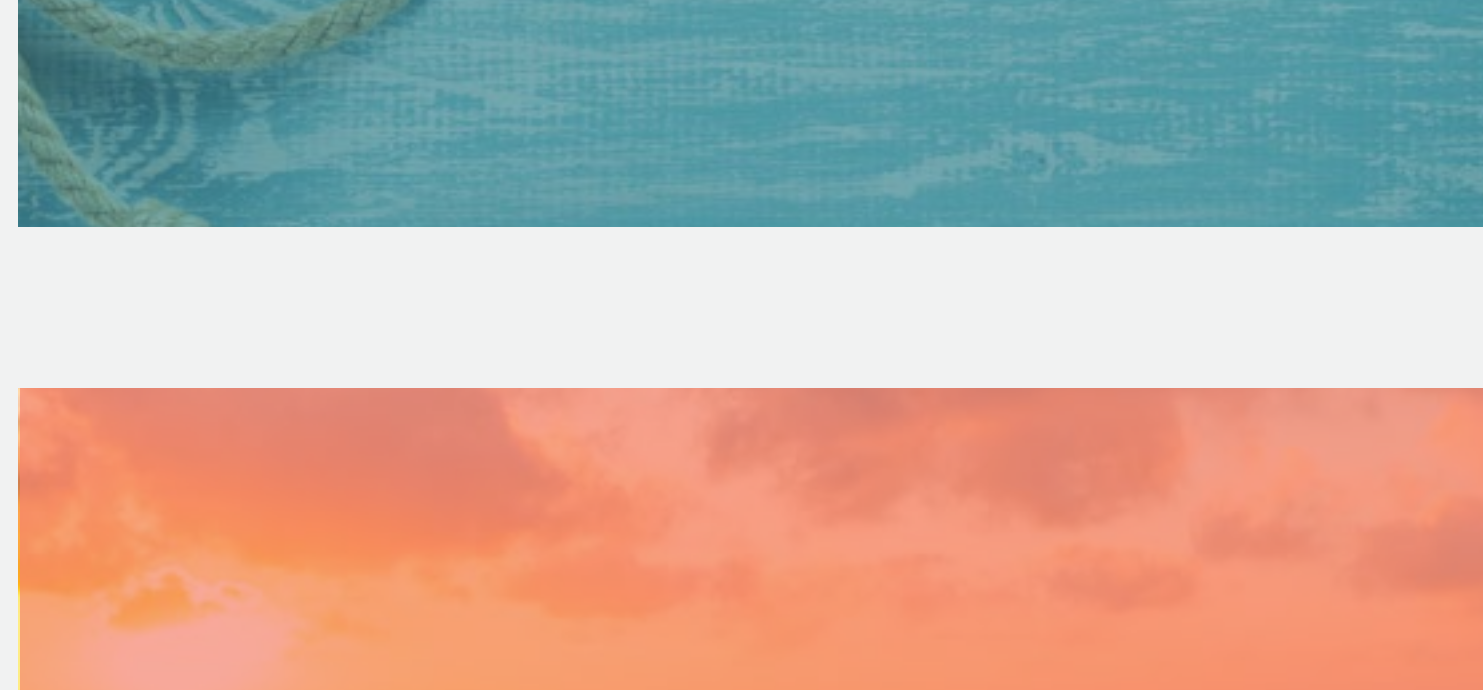
### Advertising

- **4,674,794** video views
- **266** Boosted Posts
- **184** Ad Campaigns
- Inspired **3,063,440+** actions



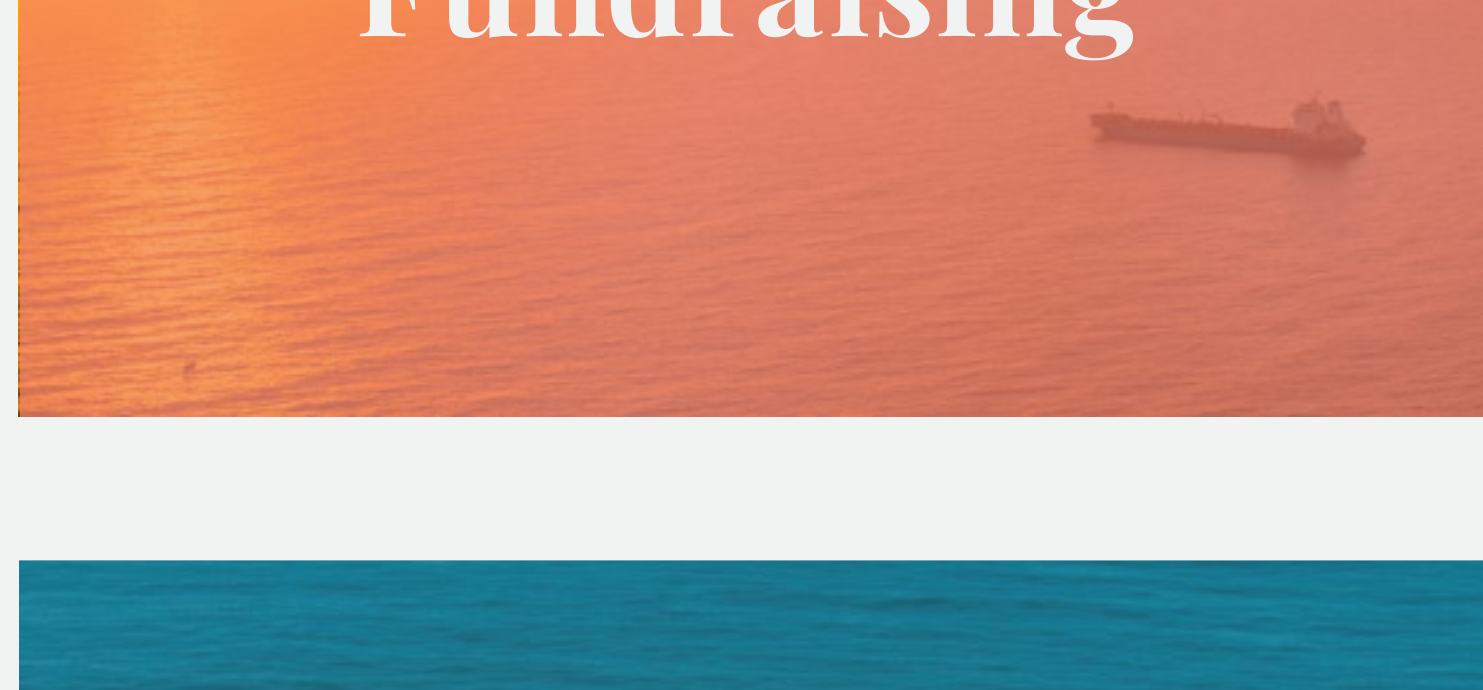
### Lead Acquisition

- Acquired over **10,500+** new donor leads for our clients
- Average cost per acquisition **\$3.81**
- Name Acquisition Highlight: Acquired **2,500** quality leads in 48 hours for a client campaign



### Social Media

- On average, increased our clients' followers by **20.7%**



### Donor Communications

- **34%** email open rate average compared to the nonprofit industry average of 25%
- Raised **\$216,000** through direct mail for a single client



### Fundraising

- Collaborated on a capital campaign with a client resulting in over **\$1 million dollars** raised for supporting youth in the Fraser Valley area



### Branding & Design

- Created new or refreshed branding for **19** organizations/entities
- Built **17** landing pages and websites

## FULL SAIL AHEAD (A LOOK INTO 2023)

As we look ahead, the possibilities are limitless. We are poised to continue leveraging our skills, innovation, and values to drive transformative impact. The lessons we learned in 2022 and the success we enjoyed serve as a springboard propelling us into the future. Our commitment to candor, excellence, collaborative expertise, altruism, and wonder remains unwavering, and we anticipate these guiding principles will open new doors and enable us to connect with even more communities across our country and around the globe.

The world of marketing for nonprofits and charities is evolving, and Anchor Marketing is prepared not just to keep pace, but to lead the way. Our shared passion for making a positive difference is a beacon that will continue to guide our journey.

Here's to an inspiring and impactful 2023!

## LET'S WORK TOGETHER!

✉ [hello@anchormarketing.ca](mailto:hello@anchormarketing.ca)

☎ (604)-774-5706

🌐 [anchormarketing.ca](http://anchormarketing.ca)