

""Twitter handle (and profile name): HelpGoodAgency (HelpGood)

**Twitter description:** We help #nonprofits, #foundations, #CSR teams & government boost their #socialimpact with better #marketing. #ContentMarketing #marketingtwitter #socialgood

**Description of the organization from a third party source:** "HelpGood is a cause marketing agency focused on social good. We work with nonprofits, NGOs, foundations, universities, and corporate social responsibility teams to develop digital-first marketing, communications, and fundraising strategies that inspire action and make a lasting social impact."

**Scraped text from their home page of their website:** Titles: Home | HelpGood

**Headings:** Home; Inspiring changewith your story.; Powerful work; Housing Works Healthcare; Mission: Joy; We put our expertise to work for you because we believe in what you do.; Strategy; Creative; Paid & donated Media; Web Development; Branding; Analytics & Reporting; Results-driven work; Love Has No Labels; Smokey Bear; Award-Winning work; Cannabis in Common; We build brands, campaigns, and capacity for change makers and do-gooders.; Let's talk.; More Work; Anti-Defamation League - ADL; ACEs Aware Initiative; Smokey Bear; Housing Works Healthcare; Planned Parenthood League of Massachusetts; Love Has No Labels; Bike New York; Mission: JOY; Cannabis in Common

**Paragraphs:** HelpGood is a marketing and communications agency dedicated to advancing social impact.; ; Housing Works Healthcare; Learn how we raised awareness for health services in NYC for the LGBTQI community.; ; Mission: Joy; Learn how we built a robust social media presence to promote and encourage action surrounding the documentary Mission: JOY.; Don't just work harder, work smarter. Let's set you up for success.; Box? What box? Let's try something different.; Resources are limited. Let's stretch them as far as they'll go.; The internet moves quickly. We can help you keep up.; Having an identity crisis? We'll get through this together.; Let's see how we're doing, what we can learn, and how to improve.; Love Has No Labels; Ad Council; 228m; Video Views; 500k; Social Footprint; 1m; Weekly organicreach; The most successful PSA campaign.; Smokey Bear; US Forest Service; 300m; Media Impressions; 10m; Website visits a year; 5.2m; Bear hugs; Longest running PSA campaign.; HelpGood was a tremendous partner as we worked to elevate our organization's brand awareness. The talented team brought to life our voice through various creative expressions and impactful executions. They're a pleasure to work with!; I want to specifically thank HelpGood for their innovative partnership in working with us for more than four years to really increase our owned media quality and presence. We really couldn't have done it without you. Partnering with you and your team has been tremendous for our organization, and we will forever be grateful for the investment you've made.;

HelpGood was an exceptional partner in crafting compelling content and building our audience. We appreciated the personal stake they took in learning about and communicating our niche cause, as well as building a strong relationship with us.; Our experience with HelpGood was above and beyond-they had to be incredibly thoughtful and targeted with our influencer relationship needs and were able to leverage their massive network to benefit our efforts. They even created an AR filter for our attendees to use. Very grateful for their support, expertise, and connections.; ; Cannabis in Common; We were proud to work with HeadCount and the American Cannabis Council on this award-winning campaign about something Americans can actually agree on!; Read more; When the California Office of the Surgeon General and Department of Health Care Services turned over its \$41.5M ACEs Aware initiative to a new collaboration between UCLA and UCSF, we were tapped to help market the effort to clinicians.; HelpGood (C) 2024; Privacy Policy

**Scraped text from their about page of their website:** Titles: We help good happen. | HelpGood

**Headings:** We help good happen.; Our Team; Amanda Lehner; Michael Bellavia; Scott Moe; Bianca Bello; Stevie Youssef; Krysta Brown; Ilana Kavadlo; Kristen Howell; Hailey Valdez; Mike Damanskis; Mary Gamboa-Kroesen; Ben Tweedy; Natalie Marinides; Drew Matamales; Marly Fuchs; Zed Santiago; Sasha; More about us; Let's talk.; More Work; Anti-Defamation League - ADL; ACEs Aware Initiative; Smokey Bear; Housing Works Healthcare; Planned Parenthood League of Massachusetts; Love Has No Labels; Bike New York; Mission: JOY; Cannabis in Common

**Paragraphs:** Our proven process takes a digital-first approach to reach, engage and activate diverse communities, partners and stakeholders around your purpose.; Co-Owner; Amanda is a strategic leader with over 20 years of experience in the nonprofit space who delivers success for our clients and oversees our staff.; CEO; Michael is a big picture thinker and Emmy-winning producer who oversees HelpGood's vision and growth.; Chief Creative Officer; Scott is a process-driven, award-winning creative leader with over 20 years of experience heading up design work across mediums.; Strategy Director; Bianca is a strategic thinker and team mentor who believes strong creative work is grounded in process and research.; Senior Strategist; Stevie is a strategic planner and activist who brings heart and expertise in building community to everything she does.; Senior Strategist; Krysta is an analytical thinker with roots in entertainment who is driven as much by culture as the data gathered to understand it.; Senior Strategist; Ilana is a strategic planner with a foundation in journalism who is one of the strongest writers on our team.; Strategy Associate; Kristen is a project management support with an impressive eye for detail.; Project Manager; Hailey is a Project Management lead capable of running complex projects effortlessly, even across time zones.; Senior Content Producer; Mike is a video producer who has mastered the art of storytelling across mediums and attention spans.; Senior Designer; Mary is a design lead trained in user experience who never sacrifices form over function.; Paid Media Specialist; Ben is a paid media expert and creative thinker who can make an impact across any medium and budget level.; Designer; Natalie is a designer with a strategic eye whose work is

both elegant and functional across traditional and new media.; Technical Director; Drew is our lead developer with a social impact marketing background who builds digital experiences that make taking action easy.; Content Producer; Marly is a social content expert who can make even the most challenging topics relatable.; Strategist; Zed is a designer and content creator who never underestimates the communication power of a meme.; Barketing Manager; Woof.; With offices in Los Angeles and NYC, we are certified as a B Corp, LGBTBE, and Disabled Owned Business Enterprise (DOBE). In 2020, our agency received Campaign US's Purpose Pioneer Award and we recently won both a Shorty Impact Award and a Webby Anthem Award for Best Global Campaign.; HelpGood (C) 2024; Privacy Policy

**Scraped text from their mission page of their website:** Titles: NA

**Headings:** NA

**Paragraphs:** NA

**Scraped text from their history page of their website:** Titles: NA

**Headings:** NA

**Paragraphs:** NA

**Summaries of Links:** Based on the provided information, HelpGood appears to be a socially conscious organization dedicated to promoting positive change and supporting various causes. The organization's website highlights its work with numerous notable partners, such as Housing Works Healthcare, Mission Joy, Love Has No Labels, Smokey Bear, the Anti-Defamation League, and Planned Parenthood League of Massachusetts. These partnerships indicate HelpGood's commitment to addressing issues such as antisemitism, diversity and inclusion, education, healthcare, wildfire prevention, conservation, sexual health, health equity, climate solutions, mental health, wellness, social justice, cannabis legalization, and public advocacy. The organization's impact areas also encompass education, healthcare, government policy, wildfire prevention, conservation, health, and climate solutions. HelpGood's dedication to social responsibility is further evidenced by its B Corporation certification, which recognizes its commitment to meeting high standards of social and environmental performance, transparency, and accountability."""