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BERNADETTE DAVIS COMMUNICATIONS

AGENCY CAPABILITIES

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FIRM BACKGROUND & EXPERIENCE



Bernadette Davis Communications is a diverse, multigenerational communications team with decades of storytelling experience. Based in Plano, Texas, the agency provides counsel in the areas of executive and internal communications, media relations, issues management and crisis communications to clients in the entertainment, technology, commercial real estate and senior living industries.

Our team members have been responsible for messaging and campaigns related to the COVID-19 pandemic, diversity, equity, and inclusion, labor relations, safety, corporate transportation, employee communications, senior living and more.

The agency's project management team adapts to clients' needs using a mix of flexible methodology and standardized processes and tools. These ensure a smooth and efficient collaborative relationship between our team and clients.

FOUNDED

2014

SERVICE

U.S.

FEDERAL ID

81-2713649

DUNS

077145776

NAICS

541820 | Public Relations Agencies
711510 | Independent Artists,
Writers, and Performers

CURRENT & RECENT CLIENTS

The Walt Disney Company
The Arbor Company
Grant Thornton
JPMorgan Chase
Family Focus (Chicago)
LISC Kansas City



OUR SERVICES



EXECUTIVE COMMUNICATIONS

Event & media prep | Key message development |
Thought leadership | Speechwriting |
Presentation design



EMPLOYEE & EXTERNAL COMMUNICATIONS

Employee editorial & communications strategy |
Media relations |
DEI communications | Event support |
Issues management



EDITORIAL & DESIGN

Corporate newsroom strategy & execution |
Content ideation and development | Blogs |
Social media | Video editing | Brand design |
Collateral

DEI ANNUAL REPORTS

GRANT THORNTON

Our team worked closely with the National Managing Director, Culture, Immersion & Inclusion on the company's second annual Diversity, Equity & Inclusion Report.

Beginning in July 2021, we reviewed their data and content and developed the copy for this report to highlight their ongoing commitment and progress on inclusion.

AGENCY SERVICES:

Strategic Communications Content Development

Grant Thornton

2021 Diversity, Equity and Inclusion Report

New hires by gender

From a gender perspective, while overall there was a slight decrease in the hiring of women compared to last fiscal year, certain job levels showed progress. The biggest decline was at the associate level, where 44% of newly hired senior associates in fiscal year 2021 were women compared to 49% in fiscal year 2020. At the senior associate level, though, 44% of newly hired senior associates in fiscal year 2021 were women, compared to 37% in fiscal year 2020. The percentages of women hired at the manager to director levels were down from the previous year. But 43% of newly hired managing directors were women, up from 33% in the 2020 fiscal year, and 44% of newly hired partners or principals were women, compared to 40% the year before.

New hires who are women



Note: Administrative job title includes paraprofessional, nonexempt professional and administrative roles.



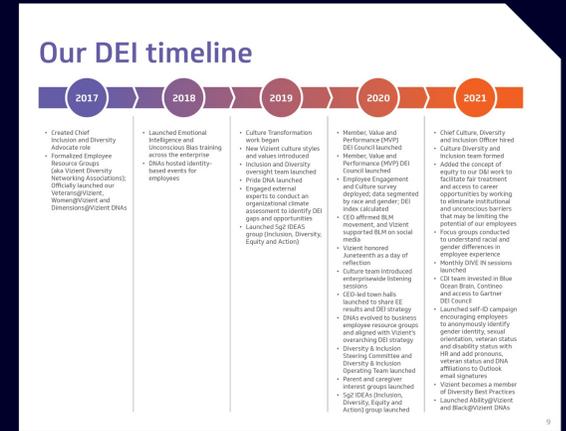
DEI ANNUAL REPORTS

VIZIENT

In 2022 our team partnered with the Culture, Diversity and Inclusion team to develop their inaugural 2021 DEI annual report.

AGENCY SERVICES:

- Content Development
- Graphic Design



Newlywed Park Ridge couple recount falling in love after moving into retirement community

By Jennifer Johnson
Pioneer Press
Mar 07, 2022 at 6:37 pm



Expand



EDITORIAL CONTENT

THE ARBOR COMPANY

Since 2015 we have served as public relations partners for The Arbor Company, which operates 40+ senior living communities in 11 states.

We work with the marketing team to identify stories about residents, staff and families that help to grow Arbor's reputation with prospective residents and their families.

AGENCY SERVICES:

Strategic Communications

Corporate Editorial

Resident & Family Communications

Public Relations

Issues Management



CASE STUDY/2021
Family Focus
REBRANDING CAMPAIGN



OVERVIEW

The merging of two strong and impactful nonprofit agencies, Family Focus and Chicago Child Care Society, warranted a sensitive and strategic communications and rebranding campaign. To accomplish this, we initiated a multiterred, collaborative approach to include a thoughtful rebranding strategy and communications plan to target key audiences.

APPROACH
HOW WE GOT STARTED

Surveying | Our team sent a survey to key stakeholders to gauge how they see the new brand, how they want others to see it, and what makes them proud to be a part of the Family Focus team.

Ideation | We then conducted a visioning session with decision makers to outline the strengths, challenges, and impacts of the merger.

ACTIVATING THE REBRANDING

Kickoff & Onboarding
We gathered key client contacts to determine the processes and details needed to ensure smooth and successful collaboration.

Collateral Review
We reviewed the existing collateral to evaluate brand usage and confirm which assets needed to be updated.

Research
We analyzed data relative to the foundation to understand the current nonprofit trends and landscape.

CREATING A NEW LOOK

1 Concepts
Once the new brand was defined, our creative team developed colors, typography, and shapes for client review. We created a number of concepts and, during three rounds of reviews, worked with Family Focus to hone the concepts until we reached the one that matched the team's vision.



FAMILY FOCUS
FAMILY & FOCUS

2 Production
With the logo concept approved, we prepared all assets for production.

3 Delivery
The creative team then provided various file types (eps, jpg, png) and an electronic brand guide to the client.



Nonprofit Branding

Family Focus

Family Focus, a Chicago nonprofit formed after the merger of two organizations, needed a rebrand for their future.

Our team worked with the senior leadership and key board members to develop the approach for the rebrand. The agency creative team created a new logo based on input from stakeholders and the rebrand successfully launched on time at a fundraising event.

AGENCY SERVICES:

Logo Rebrand

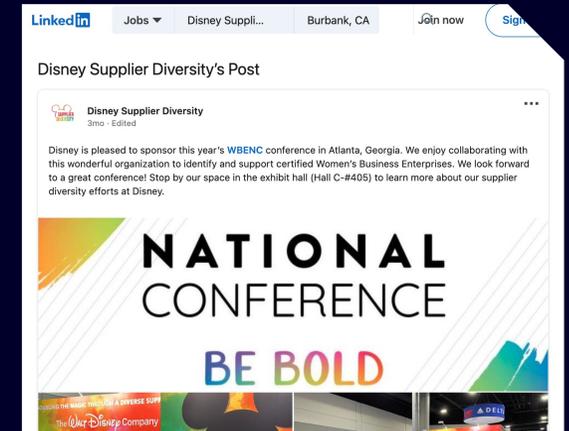
SUPPLIER DIVERSITY

THE WALT DISNEY COMPANY

Since 2021, our team has worked closely with the Supplier Diversity & Sustainability team for The Walt Disney Company to provide communications support.

AGENCY SERVICES:

- Strategic Communications
- Employee Communications
- Executive Communications
- Editorial Support
- Graphic Design
- Stakeholder Engagement



STRATEGIC COMMUNICATIONS

LISC GREATER KANSAS CITY

Since 2021 we have served as a partner to the Greater Kansas City Development Officer. LISC forges resilient and inclusive communities of opportunity in partnership with residents and partners.

AGENCY SERVICES:

- Strategic Communications
- Executive Communications
- Content Development
- Graphic Design

LISC GREATER KANSAS CITY STRATEGIC PLAN 2020-2024

OUR MODEL: HOW WE WORK

We employ a comprehensive investment strategy that leverages public and private funding, provides technical assistance, secures national resources, and engages community partnerships to:

- Eliminate systemic barriers and increase access to opportunities, resources, and supports in underinvested communities.
- Secure the health, safety, and economic prosperity of our residents and neighborhoods.
- Build, rehabilitate, and preserve affordable housing.
- Strengthen the resiliency, infrastructure, and impact of our FOC Network and community development organizations in our region.
- Ensure our workforce is prepared for and has access to jobs and careers now and in the future.

MISSION With residents and partners, LISC Greater Kansas City forges resilient and inclusive communities of opportunity — great places to live, work, visit, do business, and raise families.

We accomplish our mission by serving as an intermediary within the diverse communities of our region fostering partnerships, leveraging investments and community resources, and advocating for and creating policy and system changes to achieve just and thriving ecosystems.

Grounded in opportunity, access, equity, and justice, the 2022-2024 Strategic Plan addresses the following conditions:

1 the continued inequities across race and class in access to economic opportunity	2 the shortage of quality, affordable housing	3 the lack of financial resources for mission-driven community development organizations
4 the inadequate access to quality jobs and pathways to financial well-being	5 the threat to established and emerging BIPOC-owned businesses posed by the lack of access to capital and lending supports	6 the persistent disparities in health outcomes in communities of color as evidenced by social and political influencers

AFFORDABLE HOUSING



GOAL: Ensure long-term housing stability for residents throughout our region

PRIORITIES:

- Preserve and create mixed income and affordable housing throughout the Kansas City region.
- Increase availability of safe, quality, and affordable housing.
- Preserve affordability of existing structures.
- Influence local, state, and federal housing funding, goals, and policies.
- Decrease racial disparities in housing opportunities.

WHO WE ARE

Decades of exclusion, discrimination and disinvestment have stood as obstacles for people of color. For 40 years, LISC KC has worked to eliminate these health, wealth and opportunity gaps by empowering communities, fostering partnerships, leveraging investments, creating system changes and transforming the environment.

The Need

- 1 in 3 households in Kansas City spend more than 30% of their income on housing
- The median net worth of Hispanic & Black households is nearly 10X less than white households
- 40% of Americans do not have \$400 in their savings

OUR APPROACH

- AFFORDABLE HOUSING** (Icon: Hand holding house)
- FINANCIAL STABILITY** (Icon: Piggy bank)
- ECONOMIC DEVELOPMENT** (Icon: Building)

AMERICAN HEART ASSOCIATION

VOICES FOR HEALTHY KIDS

The association's Voices for Healthy Kids team has worked diligently to approach their mission with a focus on equitable funding and relationships. They wanted to share their story to help other nonprofits assess and make changes in their work.

We are working with the team to help craft the story across multiple communications channels.

AGENCY SERVICES:

Strategic Communications

Editorial Support

Graphic Design

Video Development

VOICES FOR HEALTHY KIDS
FAIR START INDEX

American Heart Association
Voices for Healthy Kids

What is the Fair Start Index?
At Voices for Healthy Kids, we want all children to have a fair start to grow up healthy and lead full lives. Using county-level data from a variety of trusted sources, we developed the Fair Start Index to identify communities where policy change has the most potential to reduce, and someday, eliminate inequities in childhood opportunity, ensuring every child has a chance to live a full life.

How does the Fair Start Index work?
An index brings together many different data points to get an overall summary measure. To develop the *Voices for Healthy Kids Fair Start Index* we worked with the **County Health Rankings and Roadmaps**, and other community data and equity experts.

Fair Start Index

Opportunity Ranking
Do children living here have good education, nutrition, health and economic opportunities?

Life Longevity Ranking
Do children here live a long life?

The **Opportunity Ranking** and the **Life Longevity Ranking** each make up half of the Fair Start Index.

WHY IMPROVING THE FLOW OF FUNDING TO COMMUNITIES FACING THE GREATEST INEQUITIES IS CRUCIAL

Neighborhoods with a **10% Black population** or higher have an overall **life expectancy lower** than the national average of 78.7 years.

Only **64%** of **Black students** graduated from high school within four years in Minnesota during the spring of 2017.

Black people are nearly **250%** more likely than white people to live in a neighborhood that **lacks easy access to a supermarket**.

In Texas, **Hispanic/Latino children** have an **uninsured** rate of 17.5%, almost **1.5 times** higher than children overall (12.7%).

In January, 2022 it was estimated that **17%** of children are growing up in poverty. **Rates of poverty are even higher for Latino and Black children – 24% and 25%**.

Only **11%** of large commitments for social change went to **organizations led by people of color** between 2010 and 2014.

www.VoicesForHealthyKids.org

American Heart Association
Voices for Healthy Kids

OUR TEAM



BERNADETTE DAVIS

FOUNDER & STRATEGIST



LAUREN MINTER

DIRECTOR OPERATIONS
& CLIENT SERVICE



JAYLEN CHRISTIE

ACCOUNT SUPERVISOR



ALESA GERALD

ACCOUNT SPECIALIST



ERIN HESTON

WRITER



SANJ MAROSI

STRATEGIST



MARY JACOBS

WRITER



DONNA WALKER

WRITER



SHELLEY PIERSON

GRAPHIC DESIGNER



STEPHEN BARDO

VIDEO EDITOR



SARAH REED

GRAPHIC DESIGNER



THANK YOU

