

Bullhorn

LOOKING OUT

# Bullhorn Impact Report



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Understandably, most impact reports are introspective. They are a look back. A look at the progress made that most people would never see. The sweating over insurance policies, infrastructure upgrades, supply chain details. I love the look behind the curtain.

We had a different idea this time. When thinking about the creative direction for the report, the phrase “looking out” kept coming up. It meant different things to different people. Some pictured looking out across a playground for a child, others standing on a ridgeline

marveling at natural beauty. The idea became an organizing principle for this report.

The first section is looking out at the great work our clients are doing. We spend considerable effort finding clients that are making a positive impact on the world. Our work helps them maximize their efforts. This section celebrates the rippling. The second section is about how we look out for each other. Our biggest improvements have been to the policies that make work better and more meaningful. And lastly, we talk about looking out for our communities. As a group and individually, we are working to make our communities more equitable, healthy, and livable.



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# Looking out for our clients

We partner with clients doing good work. Often this means we work with other B Corps, a global network of certified businesses benefitting all people, communities, and the planet. We also partner with nonprofits and organizations focused on a particular United Nations' Sustainable Development Goal (SDG).





# Igniting a Movement that Reads

● SDG 4: Quality Education

I Love Books is a social enterprise working tirelessly to give students of all ages and backgrounds better access to books. Through sales of branded gear, they can donate new books to schools and local organizations. We partnered with the startup through our Good Works program to reimagine a new brand identity that symbolizes and inspires a love of reading.

*“Bullhorn’s guidance propelled us forward, paving the way for growth and impact. What started as a dream became a reality.”*

-Jonathan Beatty, Founder, I Love Books

5,000+  
new books donated

100+  
volunteer reading hours

20+  
schools and organizations served

20+  
schools and organizations served





# Sharing Food as Love

● SDG 2: Zero Hunger

● SDG 4: Quality Education

FoodChain is a nonprofit organization increasing access to locally sourced, fresh food for those who need it most. From unique programming in and out of the kitchen to aquaponic farming to outreach and education, they partner with the community to serve and empower people to know and love food. Through our Good Works program, we developed a new verbal identity and re-fined brand guidelines to help them confidently communicate their impact.

650,000+

meals provided

2,000+

volunteers hours

3,000+

kids in literacy classes

3,000+

people reached through tours and programming





# Turning Hardship into Relationships

● SDG 4: Quality Education

Common Good is more than an after-school program. It's a safe space for children and families in a low-income neighborhood to feel a sense of belonging through education, recreation, creativity, and meaningful relationships. We partnered with the organization through our Good Works program to develop a new brand identity that matches their innovative culture and influences more involvement from current and new constituents.

*"We've seen an increase in corporate partners, individual donations, community partners, program expansion and cohesion because we now know what our story is and we know how to tell it."*

-Laura Gallaher, Co-founder, Common Good

\$68,000

in scholarships awarded

80

minutes of reading time per child per week

78

students served

13

students in college





# Fighting for a Healthier Future

- SDG 6: Clean Water and Sanitation
- SDG 13: Climate Action

Kentucky Resources Council pursues a future where the air is clean, the water is safe, and our natural resources are protected. The nonprofit and nonpartisan group of lawyers, policy experts, and advocates is the community’s only statewide public-interest environmental law and advocacy organization. Through our Good Works program, we partnered up to develop a new visual and verbal identity to help them build more awareness and stand stronger with citizens to fight for a healthier, more sustainable future for all.

*“We now have a stronger voice outside of the courtroom, which will help us magnify our reach and our impact across Kentucky.”*

-Ashley Wilmes, Executive Director, Kentucky Resources Council





# Unpolluting the Fashion Industry

- ☐ Certified B Corp
- ☒ SDG 12: Responsible Consumption

85% of clothing produced doesn't get recycled. Helpsy intends to change that through wide-ranging programs, from individual recycling bins to industrial recycling. We helped them talk with their broad consumer base with a re-fined naming system, visual identity, and verbal guidelines.

85%

of clothing produced doesn't get recycled

*"It was a pleasure working with Bullhorn. We needed a partner that really understood what it means to be a B Corp and a sustainability-focused organization. Bullhorn totally gets it."*

-Alex Husted, Co-founder, Helpsy





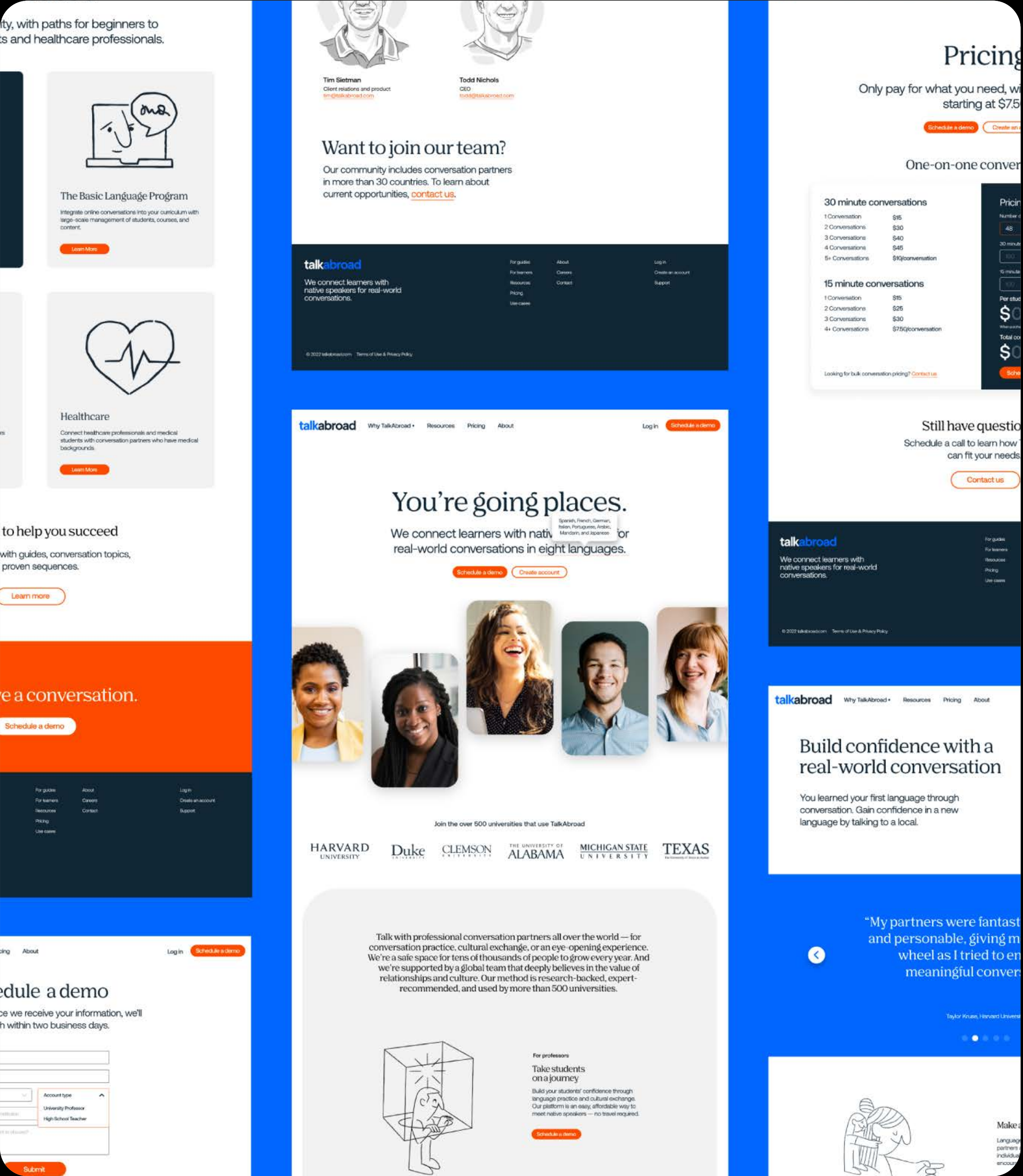
# Connecting Learners with Locals

SDG 4: Quality Education

TalkAbroad solves a long-standing problem in foreign language education. Their platform connects learners in the US to native speakers across the globe for real-world conversations and cultural exchange. We partnered with TalkAbroad to evolve their brand, developing a modern brand identity, brand voice, and website to reach the next generation of learners.

*“In the two years since our launch we've added 100+ enterprise clients and supported over 75,000 students in their language journey.”*

-Todd Nichols, CEO, TalkAbroad





# WE PARTNER WITH CLIENTS DOING GOOD WORK.

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# Making Hunger Visible

● SDG 2: Zero Hunger

God's Pantry Food Bank powers a network of partners to provide food for people across Central and Eastern Kentucky. Championing better access to food, they are on a mission to end hunger. We refined their visual identity and developed a new values-first verbal identity to help them clarify their mission and get more people involved.

*"Working with you helped us understand the importance of a brand strategy. We are now more intentional about our voice, language and style across our service area."*

-Anna M. Russell Employee & Community Engagement Director, God's Pantry Food Bank

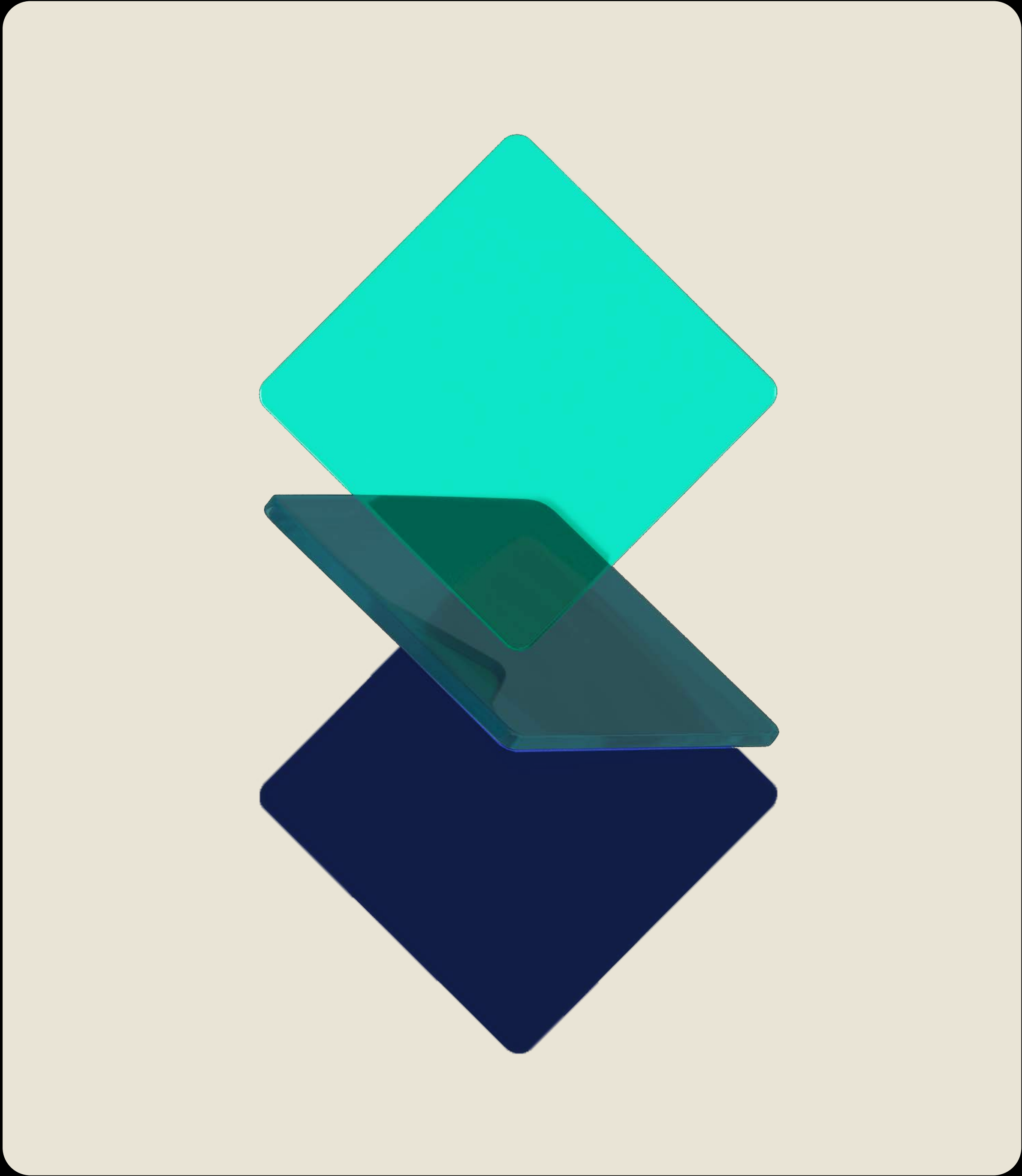




# Closing the Gap Between Brand and Culture

- ☐ Certified B Corp
- ☒ SDG 9: Infrastructure
- ☐ SDG 12: Responsible Consumption

Sensiba is a B Corp-certified accounting and consulting firm on the West Coast. Known for a culture that puts people and communities first, their team helps companies navigate change, complexity, and sustainable growth. We helped Sensiba align their brand and culture, refining their name and building a brand identity around their internal motto: family, community, firm.





# Solving a Massive Perception Problem

● SDG 3: Good Health and Well-Being

● SDG 11: Sustainable Communities

The visionaries at Waterfront Park transformed industrial blight into one of Louisville's most open, welcoming, and diverse places. We refined their name, visual and verbal identity, and website. We helped them improve wayfinding, uniforms, and a fundraising campaign to expand the park.

*"Our work with Bullhorn helped to re-position Waterfront Park to the public as a donor supported park. Their work was extraordinarily helpful at a time of critical need as we entered the COVID shut-down. The re-brand helped to ensure Waterfront Park could remain welcoming and accessible to everyone at a time when the community needed the park more than ever before."*

-Deborah Bilitski, President, Waterfront Park





# Bringing Energy to Light

● SDG 7: Clean Energy

Confluent Power generates renewable energy and delivers it to homes and businesses. Their business model — combining power generation with retail delivery — is designed to provide a more stable power supply from wind, solar, and other sustainable sources. We helped launch the new brand, naming the company and building a brand identity and website to introduce it to the world.





# Reinventing the Snack Industry

☐ Certified B Corp

☒ SDG 2: Zero Hunger

Wyandot Snacks is an 85-year-old company with a new outlook. They manufacture better-for-you snacks. We helped them show their new direction and recent B Corp certification through refined brand language and a new visual identity.

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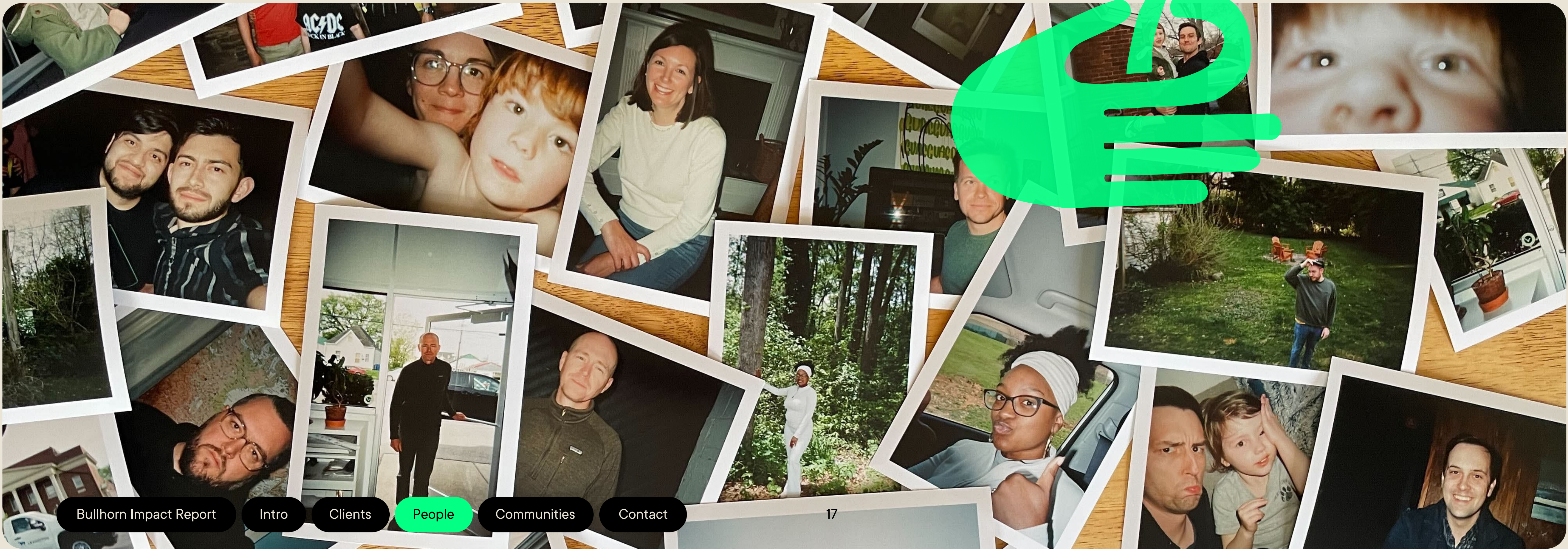
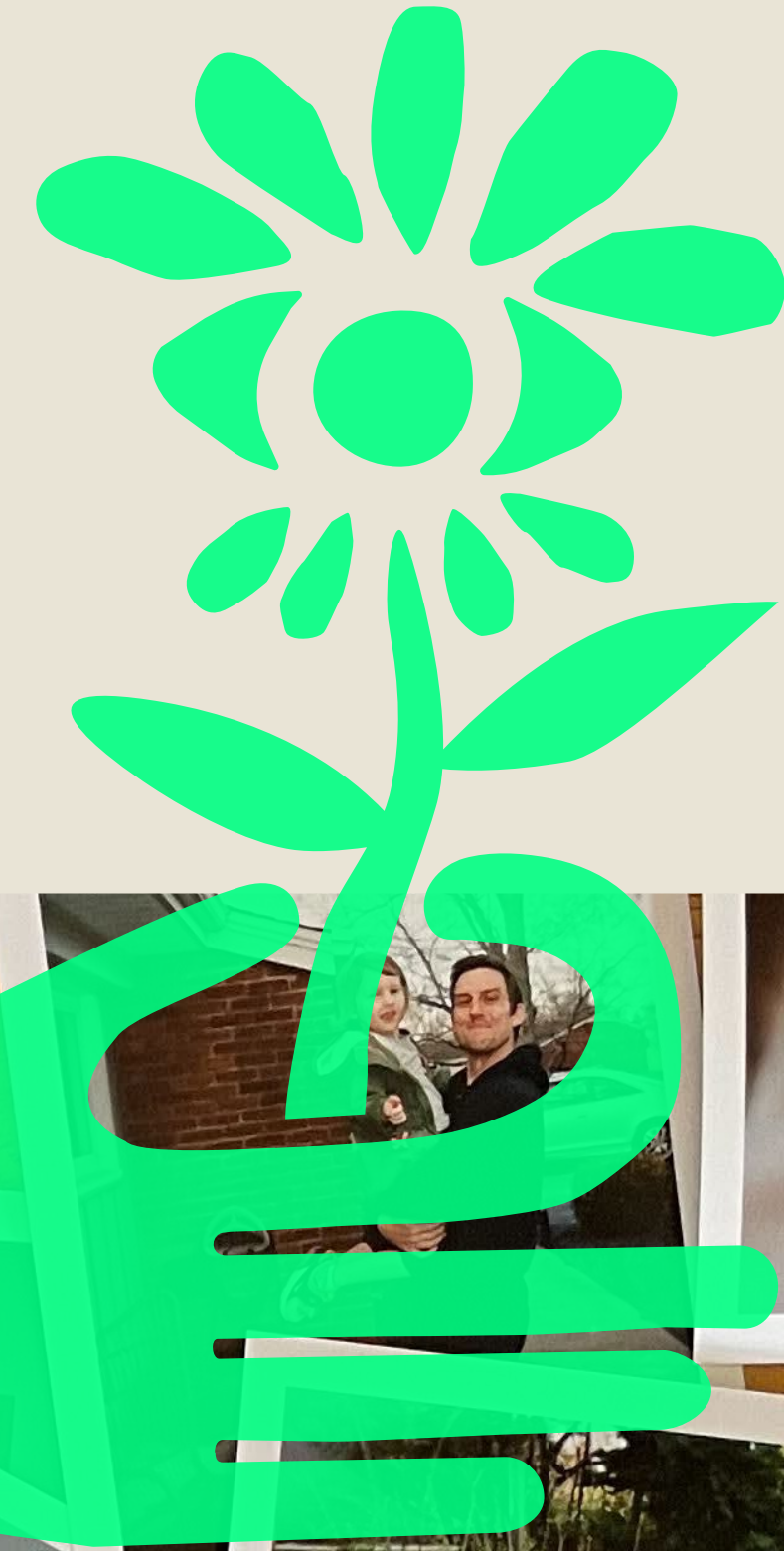
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# Looking out for each other





Over the past few years, we have implemented new policies and practices to multiply the impact on our people and of our work.

**Distributed and flexible**

In 2020, we moved to a distributed workplace. We went from two offices headquartered in Kentucky to being spread across three time zones and three states. We went from working at desks in an office to working in co-working spaces, coffee shops, our home offices, and even kids’ after-school activities. Bullhorn’s mentality and trust that we all are individuals with lives that know how to get work done has empowered us to take control of our schedules and make it work for us, our team members, and our families.

**PTO and rest**

For a while now, our team has rested the last week of the year (amid the rush of multiple holidays). But we questioned if that was enough. In 2022, we declared another full week’s rest in July, improving our corporate rest policy. And for PTO, we moved from 20 days a year to unlimited days. By closing for two weeks and changing our time-off policy, we show our commitment to living sustainable lives.

**Sabbaticals**

Several team members dedicate a lot of years working at Bullhorn. We decided to acknowledge loyalty with a sabbatical. After working ten years at Bullhorn, we can take one month of paid leave. We can’t wait to hear upcoming stories of adventure and rest.

**Healthcare coverage**

It’s important to offer benefits that honor our people and keep them around. Also, inflation sucks. Previously our owners had the benefit of 100% healthcare insurance premium coverage while employees paid 50%. This is not equitable and can send the wrong message. So, we started covering 100% of the entire team’s premium.

**What’s next**

While we’ve made great strides to take care of our insides, there’s still work to do. We are trying to cut down on Friday meetings to allow for more individual focus time. We’re also focusing on career development and growth for individual team members and better mentorship opportunities.



# Looking out for our communities



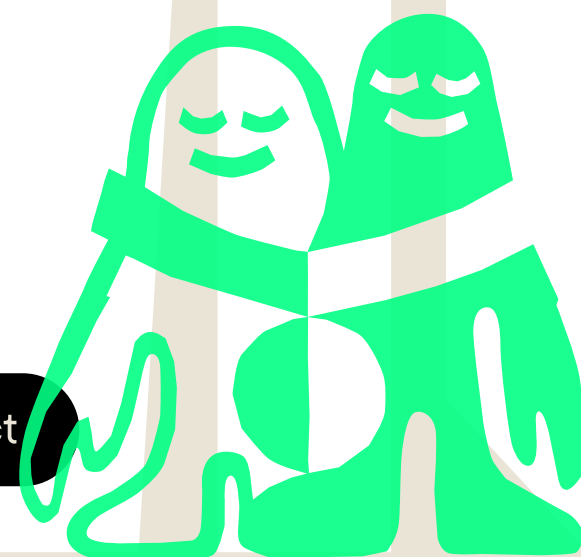
While we are proud of our work, it can sometimes feel indirect. It is hard to beat that feeling of working shoulder-to-shoulder with your neighbors. It is gratifying to look at what can be accomplished in a short amount of time.

## Collective volunteering

We engage in the community by coordinating days to work together in small groups. This year we repacked bulk food (if you consider hot cocoa food like we do) for our local food bank. We also learned how to strip a bike for parts at a local nonprofit bike shop. In the past, we've planted trees, picked up trash, turned mulch, weeded, and delivered meals to people who couldn't get out during the pandemic.

## Individual volunteering

We also work in our community as individuals. We are paid eight hours per quarter to volunteer during the day. In our own time, we serve on boards that focus on health, transportation, food access, and youth development. And we host nonprofit board meetings in our office that isn't used as much now that we are distributed.



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# Looking out for what's ahead

We're looking forward to the future. We will continue looking out for our clients, our people, and our communities and listening for how they want to make a bigger impact. Because when we do that, we all do better.

Want to chat with us?

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(502) 209-9642



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