

2024

IMPACT REPORT

BIGMOUTH



CONTENTS

ABOUT BIGMOUTH CREATIVE // 3

LETTER FROM OUR FOUNDER // 4

OUR IMPACT HIGHLIGHTS // 5

OUR PERSONAL IMPACTS // 7

OUR TEAM IMPACT // 18

BIGMOUTH AS A VOICE FOR GOOD // 22


OUR CLIENTS // 28

OUR BUSINESS PARTNERS // 34

ABOUT BIGMOUTH CREATIVE

We founded Bigmouth as an agency focused on people—our team, our clients and our communities. Our small size allows us to protect our culture of respect and inclusion while doing our very best work together. We only work with organizations that share our mission and values.

And we use our (big) mouth to make a difference to communities that could use our support.



Bigmouth was founded in 2018 on a mission to do good, and we reflect often on whether we're doing so. As a small, fully remote agency, we're faced with unique challenges in terms of the impact we can create and how we can create it. This report is a first step in trying to find that footing for ourselves.

We've made tremendous progress in our six short years in business, and this report reflects those accomplishments — we're proud of them! It also is a blueprint for what Bigmouth will achieve in the years to come — we can always do more.

As we step into our own as corporate citizens, we fully recognize that the marketing and advertising industry is often rife with ethical and moral concerns. In publishing this report, we hope not only to plant a stake as a different kind of agency, but to give others — likeminded agencies, clients and organizations — a starting place for their own impactful futures.

Cheers to the future,

Jonathan Hart

Founder, Bigmouth Creative



How we've given back

OUR IMPACT HIGHLIGHTS

OUR IMPACT HIGHLIGHTS

How we've given back



We've given

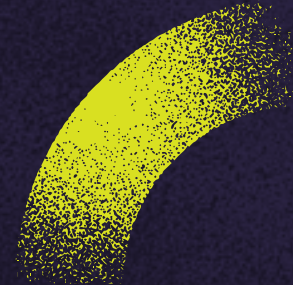
\$100k

to community
partners



Goals we've achieved

**Voice for Good
Environmental
B-Corp submission**



We've invested

\$300k

working with women,
minority and LGBTQ+
suppliers



Building a values-driven agency means hiring only people who know what they stand for. Each member of the Bigmouth team is committed to showing up in both their professional and personal lives.

Here's a little bit about us.

OUR PERSONAL IMPACTS

OUR PERSONAL IMPACTS



OWNER + DESIGN DIRECTOR

JONATHAN HART

HOW I SERVE AS A VOICE FOR GOOD AT BIGMOUTH

“As a leader at Bigmouth, I know it’s important that I model the actions I want the team to take. I work with the team to ensure operational choices are in line with our values. And I work hard to build the resources and support system the team needs when it’s time to show up.”

HOW I PROTECT THE ENVIRONMENT IN MY PERSONAL LIFE

“My husband and I are staunch recyclers, and we have a ban on single-use plastics in our household. We work hard to minimize our electric demand (through LED lightbulbs and electricity-saving devices), and this year we purchased an EV to further reduce our carbon footprint.”

HOW I SERVE AS A VOICE FOR GOOD AT BIGMOUTH

“My role as account and project manager allows and empowers me to be a voice for good by making sure I make the time to prioritize our values along with the client goals and needs of the project. To hold the space for clear and concise communication and collaborative teamwork that helps to allow creativity to flow and flourish while making sure all voices are heard and accounted for.”

HOW I PROTECT THE ENVIRONMENT IN MY PERSONAL LIFE

“I try to conserve energy at home, recycle, donate my time to help children and women, as well as DEI-related volunteer opportunities.”

OUR PERSONAL IMPACTS



ACCOUNT MANAGER

CANDICE ALEXANDER

OUR PERSONAL IMPACTS



CREATIVE DIRECTOR OF ART

SARAH ALEXANDER

HOW I PRACTICE ENVIRONMENTALISM IN MY ROLE AT BIGMOUTH

“My lack of daily commute, when needed commuting via public transit, foot or bike to workspaces; being mindful about electricity usage at home; using shared resources at my neighborhood library and participating in e-waste recycling events locally.”

HOW I SERVE AS A VOICE FOR GOOD IN MY PERSONAL LIFE

“Volunteering time and resources with like-minded organizations; monthly donations to causes I believe in; and supporting diversely owned businesses in my local area.”

**HOW I PRACTICE ENVIRONMENTALISM IN
MY ROLE AT BIGMOUTH**

“I’ve gone paperless —I don’t print out documents and all of my notes are taken digitally. I’ve been trying to clean up my files on a bi-weekly basis.”

HOW I SERVE AS A VOICE FOR GOOD IN MY PERSONAL LIFE

“I volunteer my time and donate to causes that are important to me.”

**OUR PERSONAL
IMPACTS**



SENIOR PROJECT MANAGER

**SONIA
CHADHA**

OUR PERSONAL IMPACTS



FREELANCE DESIGNER

NAT JEAN

HOW I SERVE AS A VOICE FOR GOOD AT BIGMOUTH

“It’s so rewarding to work on projects that directly connect people in need to important resources. Taking the time and doing the research to create deeply thoughtful and people-led work is incredibly fulfilling. I work to make visuals that represent and help people from many different backgrounds.”

HOW I PROTECT THE ENVIRONMENT IN MY PERSONAL LIFE

“I donate my design skills to a climate action group called 350BK and I take part in direct action when possible. I sign petitions for climate justice regularly and contact my local representatives to make sure they’re representing my interests. Personally, I also choose not to eat meat.”

HOW I SERVE AS A VOICE FOR GOOD AT BIGMOUTH

“I work to be a good steward of our clients’ brands — making sure their values are held to the highest degree and supporting them in using their voices for good.”

HOW I PROTECT THE ENVIRONMENT IN MY PERSONAL LIFE

“My family does a lot of sharing of sports equipment with other families and try to buy used as much as possible. I think the most important thing we do is spend time in nature, appreciating the little things. I am hoping that if I am teaching my kids to appreciate their surroundings that they will continue to take care of it.”

OUR PERSONAL IMPACTS



DIRECTOR OF CLIENT STRATEGY

CATE LAGA

OUR PERSONAL IMPACTS



CREATIVE DIRECTOR OF COPY

DANA MORAN

HOW I SERVE AS A VOICE FOR GOOD AT BIGMOUTH

“My work helps connect others with information and resources that make their lives better. I enjoy understanding what needs to be heard and then translating it to be as digestible by as many individuals as possible.”

HOW I PROTECT THE ENVIRONMENT IN MY PERSONAL LIFE

“I’m a passionate gardener, and every year am thrilled to see the variety of insects and birds that visit my tiny ecosystem. I’m a member of the Chicago Tool Library, which helps me avoid contributing more waste and promote a sharing economy.”

HOW I SERVE AS A VOICE FOR GOOD IN MY PERSONAL LIFE

“I donate to the food pantry and the women’s shelter.”

HOW I PRACTICE ENVIRONMENTALISM IN MY ROLE
AT BIGMOUTH

“Working from home protects the environment in a lot of ways.”

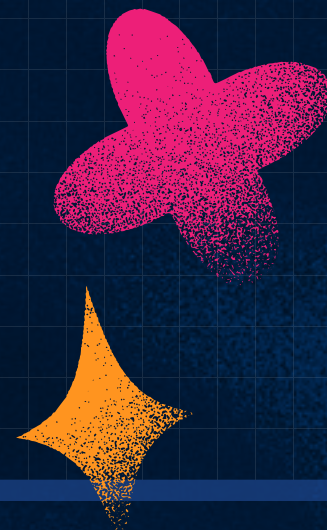
OUR PERSONAL
IMPACTS



DIRECTOR OF
DIGITAL EXPERIENCES

JOY
WALKER

WE WANT TO DO MORE IN 2025...



“I would love more opportunities to get together as a group to volunteer.” – CATE

“I would also like to find ways to elevate more organizations on our social media.” – DANA

“Supporting organizations that, in light of the election results, might be in more urgent need.”

– SARAH

“Researching an environmental-focused charity to support.” – JONATHAN

“I would love to see us be involved in more DEI-related and/or centered projects or with clients who hold equity in that space or place it as a high priority.” – CANDICE

“I would love to work with an animal/pet organization.” – SONIA

“It would be great to partner with more environmentally-oriented organizations.” – NAT

WE IDENTIFY AS...

A dedicated, passionate, motivated, curious,
determined, loving, open woman and mom

A cis lady she/her/hers,
overstimulated parent,
dog mom, 'woke' progressive

A WOC who is a proud pet mama!

An extroverted,
inclusive woman

A non-binary, queer dog dad with
lots of love for visual storytelling
& socially impactful work

A husband, LGBT, dog + cat dad,
vulnerable and passionate

A mom, pet parent, driven,
optimistic and sensitive



63% OF US TAKE AN OUTDOOR BREAK EVERY DAY! WE'RE WORKING TO RAISE THAT NUMBER TO 100% IN 2025.



Holding ourselves accountable to our values.

OUR TEAM IMPACT

OUR TEAM IMPACT

DEI AT BIGMOUTH

Bigmouth is an LGBTQ-owned, women-led agency, and we bring a specific perspective to the world and to our work. We are a dynamic team, but we are aware of our DEI shortcomings. In 2024, this self-awareness inspired us to write our DEI commitment statement, detailing how we act on DEI and our diverse projects and partners.

[Read the full statement here →](#)

EMPLOYEE HANDBOOK

Our team has grown exponentially in the past two years, creating more formalized policies. In 2024, we collaborated on our first-ever employee handbook, which details both traditional HR information and values-based topics like our environmental practices, pro bono policy and social stewardship goals.

Documenting this information holds everyone accountable to our values as an organization and to one another as people.

COMPANY CULTURE

Bigmouth challenges the traditional agency model by encouraging a culture of trust; celebrating close collaboration and diversity of thought; and enabling our teams to be adventurous.

We hold ourselves to higher standards of accountability in ethical, environmental and social stewardship, and are fiercely protective of everything our organization stands for.

RESEARCH + AUDIENCES

Bigmouth follows a “not about us, without us” policy with regard to our clients’ audiences. We directly research, survey and interview members of our target audiences in an effort to avoid bias and assumption in our work.



DESIGN + IMAGE CHOICES

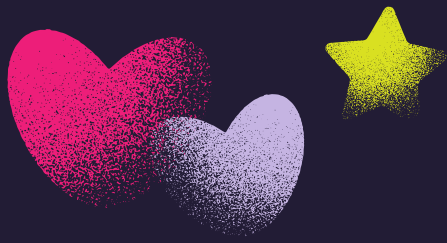
Bigmouth uses what we know about our audiences to build visual language that not only represents lived experiences, but works to promote positive, accurate perceptions of that audience.

VOICE, TONE + VOCABULARY

Bigmouth's work always speaks to client audiences using positive, benefit-based language; we do not use negative or fear-based tactics. Our audience research directly informs the vocabulary and reading level; we never talk down to audiences, but we always write for reading comprehension.

UX + WEB ACCESSIBILITY

Every Bigmouth project is designed to provide users the most direct path to success, whether a community member is seeking services or a client is updating their website. Our accessibility standards guide us in ensuring every website is robust and accessible to users of all abilities.



BIGMOUTH WORKS AS A VOICE FOR GOOD

Bigmouth is on a mission
to build something to believe in
and practice our values every day.

Much of our impact relates to our client work—but our social commitment extends to every corner of the way we do business.

At the start of 2024, our team sat down to set agencywide environmental and social impact goals. Many of these goals remain works in progress — and so is our agency.

In 2025, we're challenging ourselves to find a balance between tangible, achievable goals and those that are aspirational.

VOICE FOR GOOD

\$100K+

We gave more than \$100,000 through pro-bono work and in-kind donations.

We supported four amazing organizations: Cradles 2 Crayons, Lambda Legal, Midwest Access Coalition and My Block My Hood My City.



**Cradles
toCrayons**

**■ LAMBDA
■ LEGAL**

**MY BLOCK
MY HOOD
MY CITY™**
★ ★ ★ ★

ENVIRONMENTALISM

Bigmouth is stepping up to lessen our own impact on our local and global environment in all areas of our business.

This includes, but is not limited to:

- Technology use and disposal
- Energy use, sourcing and suppliers
- Water use and clean air
- Transportation of both goods and people
- Physical resources; use and disposal
- Partner and client environmental impact

Our detailed environmental policy can be found in our employee handbook, and includes our measurable environmental goals for 2024.

VOLUNTEERISM

We protect a minimum 4 hours PTO per quarter for each employee to dedicate time and skills to community service without sacrificing income.

In October, team members spent an afternoon packing school supplies for Back 2 School America. We are committed to ensuring every team member uses their volunteer PTO hours in 2025.

SOCIAL MEDIA

We never shy away from the issues that are close to our hearts. We do our research, raise our voice and share resources on topics like transgender rights, environmental stewardship and mental health.



PRO BONO WORK

In 2024, we completed a full website refresh for the [Center for Story and Witness](#). This Chicago nonprofit is dedicated to cultivating and sharing stories that bear witness to gender-based violence and other social injustices.

We also donate our time to [Do the WeRQ](#) and [OutPro](#), groups that uplift queer professional voices.



And this summer, we created a series of new images and bios for the OUT Professionals ambassador board. This nonprofit organization offers career-building networking and programming for LGBTQ+ professionals in the U.S. and beyond.



Bigmouth is an NGLCC-certified LGBT Business Enterprise



Bigmouth earned an A+ rating from the Better Business Bureau



HOW OUR IMPACTS THROUGH BIGMOUTH MAKE US FEEL

CATE:

Empowered and fulfilled.

JONATHAN:

It's often really difficult to feel like your individual efforts are really making an impact. When we come together as an organization and I can see how those collective efforts magnify, it makes me feel good that my individual role actually makes a difference.

DANA:

Like a proud member of a real community.

SONIA:

It feels good to know that every action—no matter how big or small—is making a difference.

SARAH:

For a lot of companies, this is just lip service and not an actual thing anyone's interested in measuring. But know it's core to who we are and a defining characteristic of how we operate and how we conduct our business.

CANDICE:

It makes me feel great and empowered that I am doing something important and a part of a company that cares about the impact we make.

JOY:

I'm always proud of what Bigmouth stands for.

NAT:

Acting against injustice feels more urgent than ever at this point in history. I'm proud to be part of a team that fights bigotry and protects the future of all people, especially those from historically underserved backgrounds.



Our partners in vulnerability & humanity

OUR CLIENTS

We only partner with clients whose work directly impacts the lives of others, particularly members of minority or historically marginalized groups. We rank potential clients based on the four Fs: fit, fun, fortune and fame; the ratio of each is subjective, but a good fit is non-negotiable. And we lay out clear expectations for our client relationships at the start:

Vulnerability, honesty, respect and a human-centered attitude.

We've highlighted some client work we're particularly proud of this year.

OUR CLIENTS

ONE CHICAGO FAMILY

Bigmouth has partnered with the Chicago Department of Public Health on OneChiFam since the campaign's inception. In 2024, we extensively updated OneChiFam.org to be more inclusive and relevant to Chicago families before, during and after pregnancy. This included topics like self-advocacy; doulas and midwives; maternal mental health; chronic disease; and Black maternal health.

We also updated a campaign targeting our youngest Chicagoans, [Safe Sleep Illinois](#), which focuses on ensuring safe sleep practices for infants. This work also focused on heightening inclusivity; photos, videos and public transit advertising featured multicultural Chicago infants and families.



OUR CLIENTS



ORTUS FOUNDATION

A new client for 2024, [Ortus Foundation](#) creates networks of change to support mental health and suicide prevention for youth and young adults. Bigmouth partnered with the passionate Ortus team to build a new verbal and visual brand; social media presence; and website to help the organization grow its reach and impact.



OUR CLIENTS

HIV AND THE JOURNEY TOWARD ZERO

This three-part documentary film series from the Chicago Department of Public Health explores the HIV epidemic through a distinctly Chicago lens. Bigmouth culminated our work on this two-year project by organizing premiere events and marketing Part III to engage today's audiences; and updating screening materials and a website to ensure the series lives on.

HIV AND THE JOURNEY TOWARD ZERO



OUR CLIENTS



METRO EDGE DEVELOPMENT PARTNERS

Metro Edge strives to create economic and community growth with its new data center developments, while also maintaining a strong commitment to high standards for sustainability and the environment. Bigmouth partnered with Metro Edge as the organization pursued a new opportunity in Chicago's Illinois Medical District that would boost our economy and keep money in Chicago communities, particularly those with a lack of well-paying jobs. Our work together, including storytelling and promotional assets, shaped the narrative around Metro Edge's benefits for the city, and ultimately helped secure approval for the new data center to go forward.

Chicago Data Residency

Storing data locally will generate new revenue for the City of Chicago

NEW REVENUE SOURCE

- Keeps significant property tax revenue local by getting out of the city's own code.
- Chicago's 2024 technology-specific budget saved \$42 million.
- Keeping a portion of that state-local generates significant new revenue.

ECONOMIC IMPACT

- Creates high-paying technology jobs and increases Chicago's tax base.
- Source of jobs and development in low-income neighborhoods vs. lost business to the suburbs.

PURPOSE OF THE ORDINANCE

- Generates new revenue for Chicago on a long-term budget outlook.
- Improves the security of sensitive city and taxpayer data.
- Supports the inclusion of IBM and other firms in data center hosting revenue.

DATA STORAGE

- Data stored in Chicago can be accessed anywhere globally.
- Major cloud providers like Google, Microsoft, Oracle, and AWS already manage this in the US and EU.

Data centers generate the most property tax and the lowest public service costs of any asset class¹

DATA CENTERS	OTHER ASSET TYPES
15:1	3:1

Ratio of tax revenue (\$15 generated per \$1 of public cost spent) vs. ratio of tax revenue (\$3 generated per \$1 of public cost spent)

WHAT MAKES DATA RESIDENCY IMPORTANT?

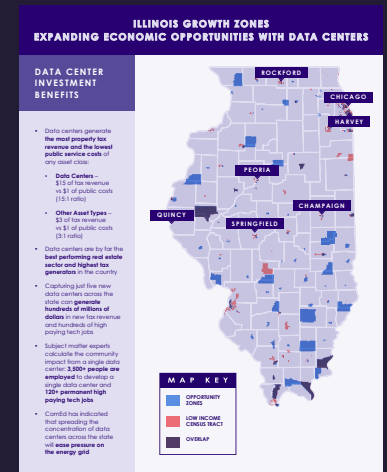
A tool for City Departments to utilize as an incentive in negotiations for city contracts.

DATA RESIDENCY: An geographically located server where an organization's data is stored and processed.

DATA HOSTING: The physical and virtual infrastructure used to store data.

DATA ACCESS WILL NOT BE AFFECTED BY THIS ORDINANCE.

ENVIRONMENTAL AND SUSTAINABILITY CONSIDERATIONS: The City of Chicago has established high standards for new construction projects to be based on Federal regulations for Sustainable Development Knowledge Design, Performance, Water, Land Use, and Energy.



OUR CLIENTS



COMMUNITIES IMPACTED BY OUR WORK

Bigmouth is an LGBTQ+ owned, woman-led agency, and our personal identities help shape the communities we seek to support. We outwardly live our values and DEI commitment through work that impacts members of minority or historically marginalized groups, and our Chicago community.

This includes:

- HIV/AIDS advocates and those living with HIV/AIDS
- Families, children and infants of all racial and economic backgrounds
- People providing and in need of equitable health care
- Young readers
- Diverse law firms and their clients
- Inclusive workplaces



Bigmouth's small size also allows us to collaborate with a diverse group of partner businesses. We mutually complement one another's skillsets and expand our perspectives. Our work wouldn't be possible without them.

OUR BUSINESS PARTNERS

OUR DIVERSE PARTNERS



APPI PRINTING (LGBTQ+-OWNED)

A family-owned and operated commercial printing company with over three decades of delivering award-winning printed materials.



BASH CREATES (LGBTQ+-OWNED)

An event production and creative company that builds original themes, creative concepts, interactive environments, progressive technologies and multimedia experiences.



CLOUT FOR GOOD (LGBTQ+-OWNED)

A podcast created to share the powerful and personal stories behind today's most inspiring LGBTQ+ executive leaders and explore what it means to be "out" in corporate America.



DO THE WERQ (LGBTQ+-OWNED)

A networking and professional development group for LGBTQ+ members of the advertising and marketing agency.



FUNERAL POTATOES (WOMEN-, LGBTQ+-, AND MINORITY-OWNED)

A virtual kitchen-turned restaurant serving up comfort fare with modern flair



M LAMOURT STUDIOS (WOMEN-, LGBTQ+-, AND MINORITY-OWNED)

A visual artist specializing in judgment-free, human-focused photography and videography.



MYWHY AGENCY (WOMEN-, AND MINORITY-OWNED)

An integrated marketing communications agency creating transformative brand strategy, PR, influencer and social media campaigns.



SMK PHOTOGRAPHY (LGBTQ+- AND MINORITY-OWNED)

A photographer creating bespoke brand portraits, sharp business headshots, and capturing the energy of electrifying events.

OUR DIVERSE PARTNERS



TESSA FILMS (WOMEN-OWNED)

A media production company creating commercials, branded content and long-form films.



TOWNIE BRANDING (LGBTQ+- AND MINORITY-OWNED)

A merchandising company creating positive experiences through products that promote a sense of belonging and identity centered around brands and their values.



T-SHIRT DELI (LGBTQ+- AND WOMEN-OWNED)

A custom apparel company that makes gift-giving just as enjoyable as gift-receiving.

HOW WE CHOOSE OUR DIVERSE PARTNERS

Bigmouth seeks out collaborators who mutually complement and expand our perspective. These partners come to our attention through recommendations from other partners, team members or trusted friends and acquaintances. We're always open to taking a meeting to talk about how we can work together.

\$300,830

In 2024, Bigmouth spent more than \$300,000 partnering with LGBTQ+, minority- and women-owned businesses in 2024 — 73% of our total spend on vendor-partners for the year. Working with these diverse vendors allows us to put money back into the communities we care about and help keep our industry diverse.

“In our work together, Do the WeRQ and Bigmouth are making sure the conversation isn’t limited to Pride month, and acting as a 365 shining beacon for people ready to contribute to community connection, storytelling, inclusion and equity.”

GRAHAM NOLAN, FOUNDER, DO THE WERQ

“Working with Bigmouth has given me the opportunity to hire more Black, Brown, and queer creatives in the freelance visual arts to tell authentic stories. When we come together to create a vision, I can bring a team that contributes to our shared values by bringing their expertise and entire selves to work. This collaboration lends itself to strong stories that can reach real people, because real people made them.”

M LAMOURT, OWNER, M LAMOURT STUDIOS

“Combining our teams and skill sets allows us to go after bigger business and serve broader audiences. We’re doing big agency work with small nimble teams at affordable prices because we’re coming together to do the work. The truth for me is that when we combine our skillset, we check all the boxes.”

EMERALD-JANE HUNTER, FOUNDER/RINGLEADER, MYWHY AGENCY

BIGMOUTH

Visit our website to learn more:

[**BIGMOUTHCREATIVE.COM/DEI**](https://bigmouthcreative.com/dei)

Sign up for our newsletter:

[**BIGMOUTHCREATIVE.COM/NEWSLETTER**](https://bigmouthcreative.com/newsletter)

Follow us on social:



[**@BIGMOUTHCREATIVE**](https://www.instagram.com/bigmouthcreative)



[**BIGMOUTH-CREATIVE**](https://www.linkedin.com/company/bigmouth-creative)