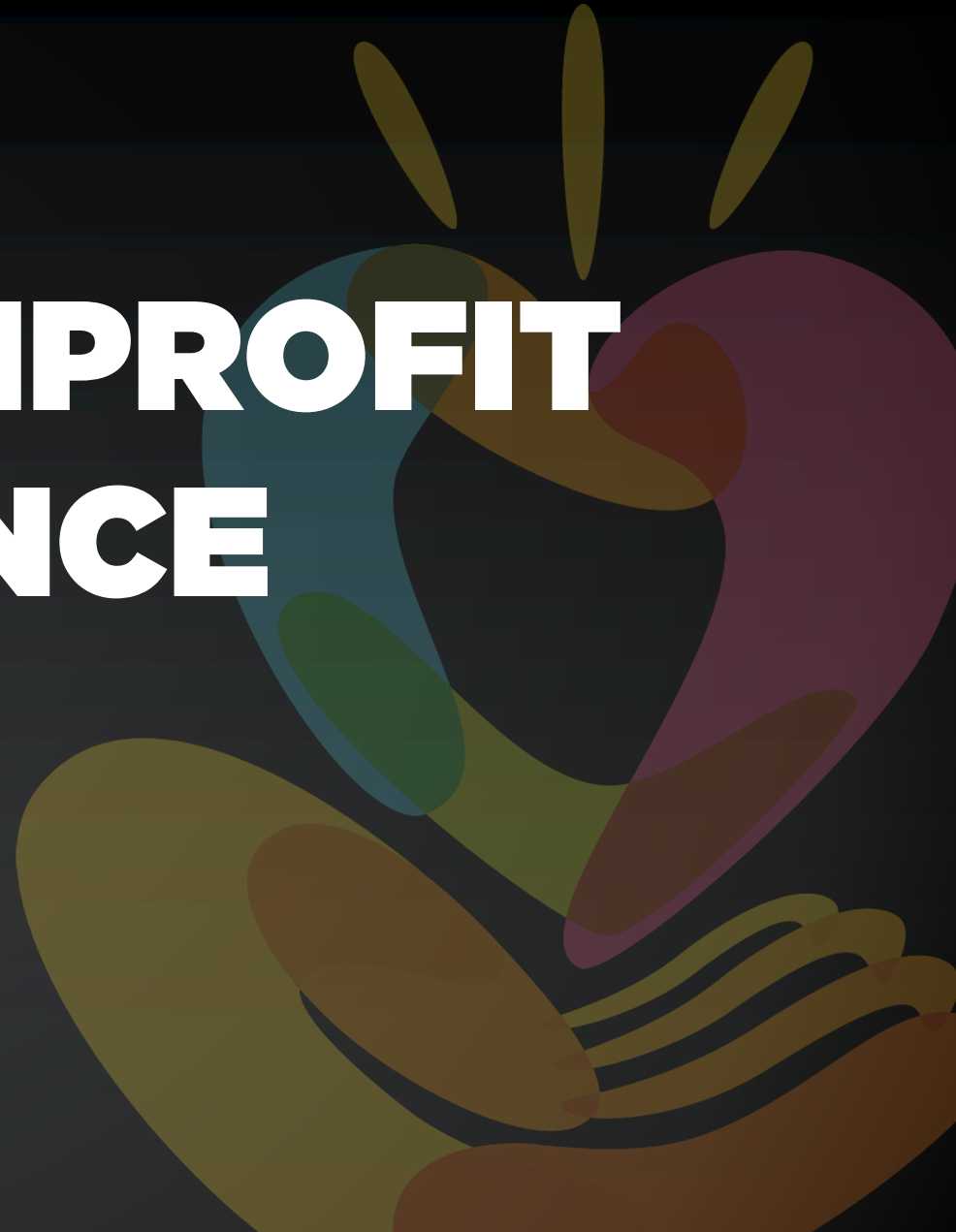


2022 ANA NONPROFIT CONFERENCE

*Bob Liodice
Chief Executive Officer*



Nonprofit
Federation





The **world** will
never be the same
again...



It will be...
BETTER!



VRBO

The New Reality

A guide to marketing in a post-COVID-19 world

ANA

ANA MISSION

DRIVING GROWTH

FOR YOU, THE INDIVIDUAL
FOR YOUR BRANDS AND BUSINESSES
FOR OUR INDUSTRY
FOR HUMANITY



Be a force
for **good...**

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer

So...

**What does it
mean to be a
Force for Good?**

**“Bring the love...
bring the authenticity.**

**Put your heart on the
table as much as you put
your wallet on the table.**

**Help others in need like
they were your family.”**



Olivier François
Global President, Chief Marketing Officer



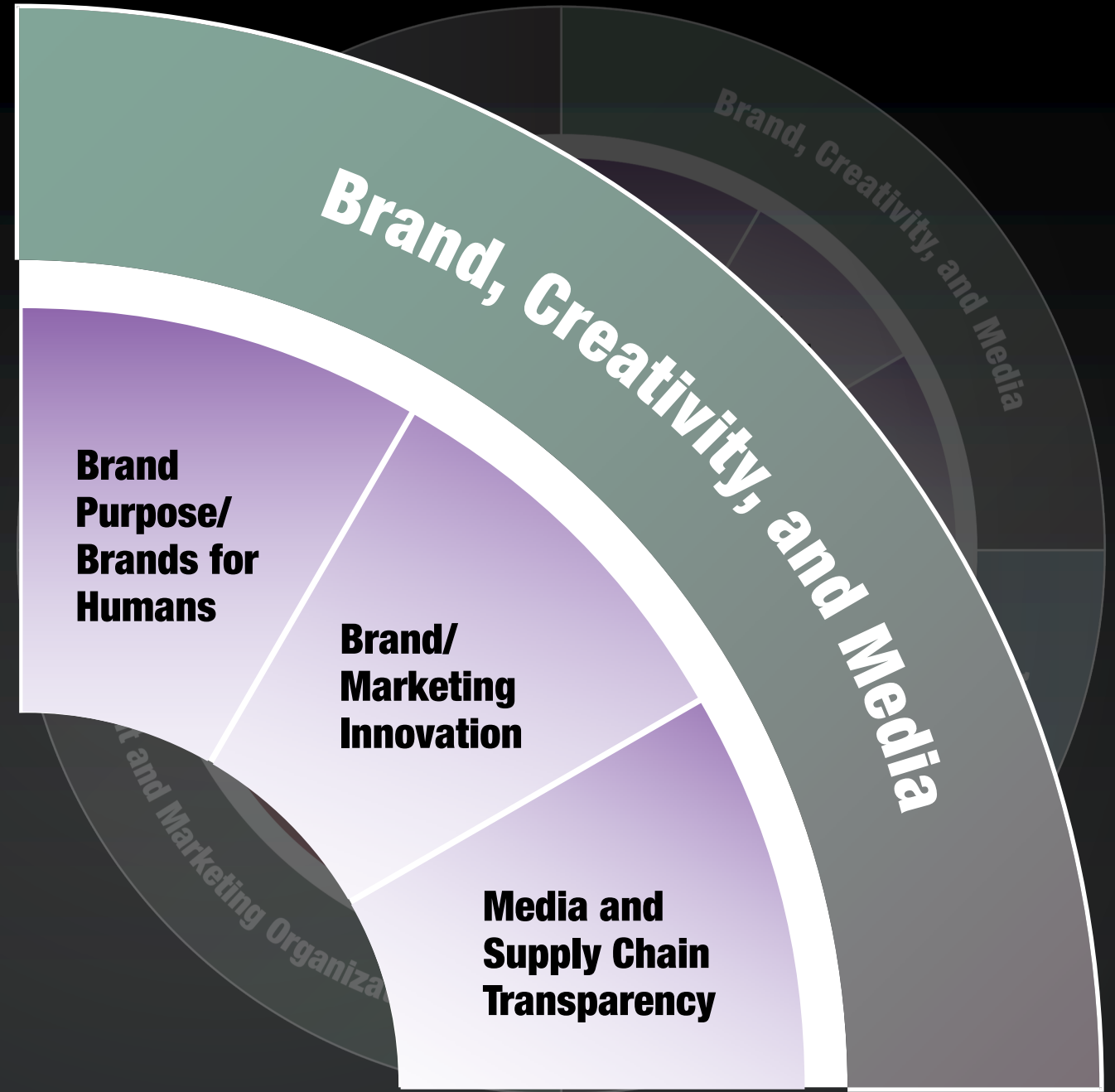


Verizon – Love calls back



**Intersection of Brands
and Non-Profits is
Dramatically Rising!**

ANA GROWTH AGENDA





**“Simply put...
humanity is
the name of the game.”**

ABInBev

Marcel Marcondes
Global President, Beyond Beer Co.

Brands and Non-Profits Partnership

- **Brands**

- Digital innovation and tech resources
- Supply chain and logistics model
- Customer intimacy and market insights

- **Non-Profits**

- Networks and connectivity in the field
- Understanding the needs of communities
- Credibility and trust to deliver social value



Dunkin / Waze – Going Gold Video



Nonprofit
Federation

ANA NPF

- **Serves and promotes giving to non-profits**
- **Provides members with a voice and value**
- **Peer networking**
- **Fights for the interests of non-profits**



NON-PROFIT MEMBER CHALLENGES

- **Providing services to impacted communities**
- **Innovation**
- **Uncertainty**
- **Future Supporters**
- **Trust**
- **Grow giving**

Non-Profit Giving

- **Good News!**

- **By Individuals** **\$324 Billion** **+ 2%**
- **By Foundations** **\$89 Billion** **+ 17%**
- **By Bequest** **\$41 Billion** **+ 10%**

- **Not-So-Good News**

- **By Corporations** **\$17 billion** **-6%**

**But ANA is fighting on
behalf of the Non-Profits**

**... and Brands are
responding**

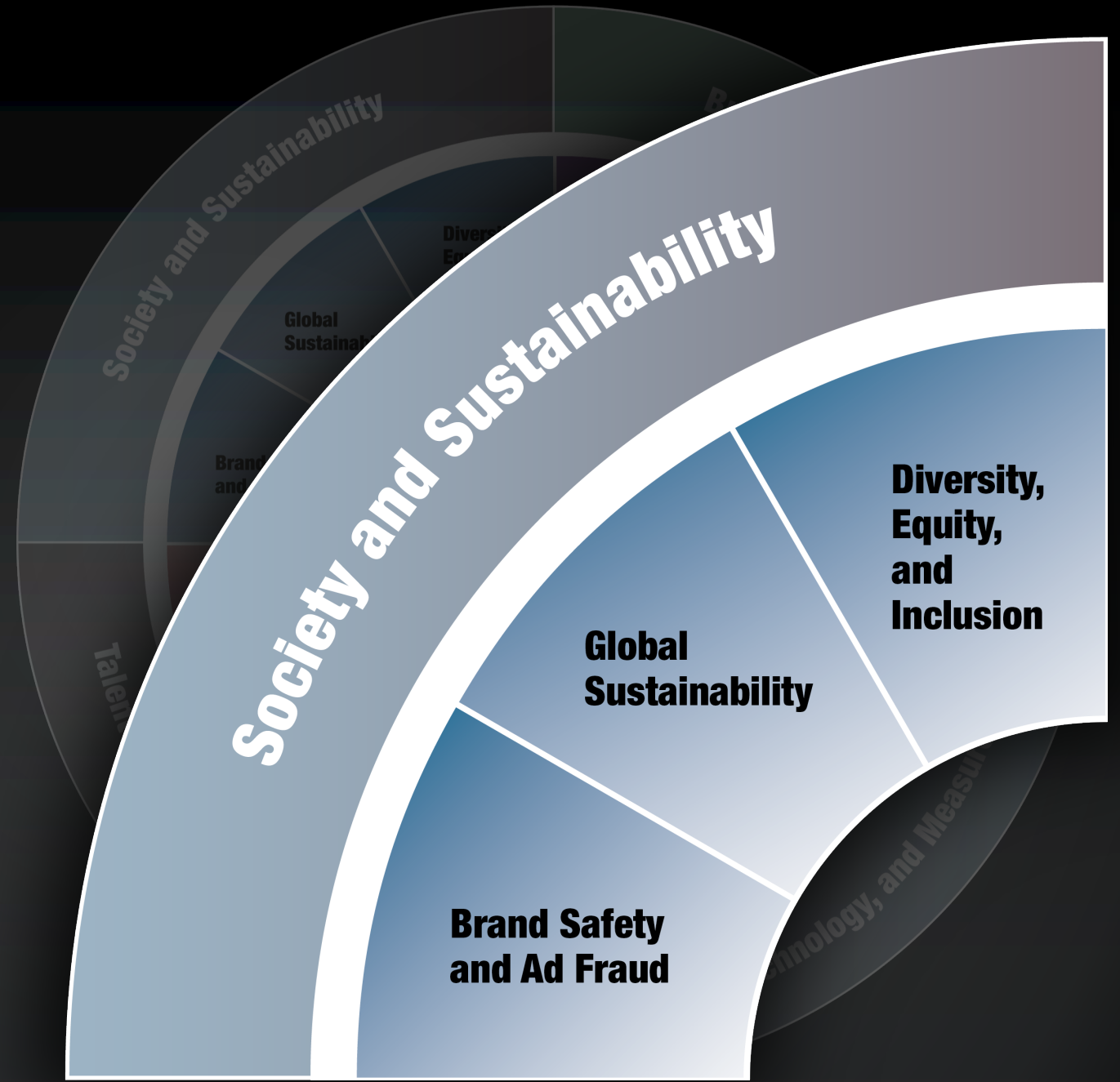


John Deere

ANA and Postal

- **CA SB 324 – A “Do Not Mail” bill. ANA led a broad coalition in opposition and was successful in defeating the bill.**
- **ANA joined a letter along with a broad coalition of industry leaders to oppose the Postmaster General’s recently issued “Delivering for America: Our Vision and Ten-Year Plan to Achieve Financial Sustainability and Service Excellence”**
- **The ANA and its nonprofit arm, the ANA Nonprofit Federation, filed comments before the Postal Regulatory Commission on June 28th to again voice industry and nonprofit organization concerns with the USPS’s recent rate increase request.**

ANA GROWTH AGENDA





SEEHER

Mission:

To drive the accurate portrayal of women and girls in marketing, advertising, media and entertainment, so they see themselves as they truly are and in all their potential.



Mattel



ANA

AIMM

ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING



Wash the Hate



GARM Aggregated Measurement Report

Volume 1 | April 2021



#ENGAGE
#RESP[♥]NSIBLY

CMO SUSTAINABILITY ACCELERATOR

ADWEEK

ANA

SB



SUSTAINABILITY
COLLECTIVE

Brands and Non Profits
Working Together!!!



Google / Canadian Down Syndrome Society

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