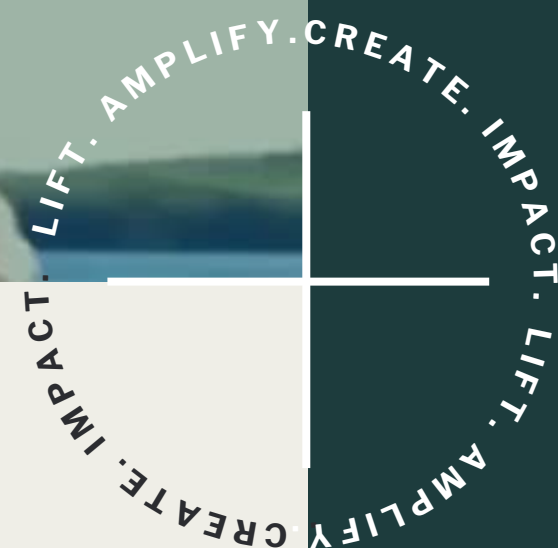


Lifting others for good

2022



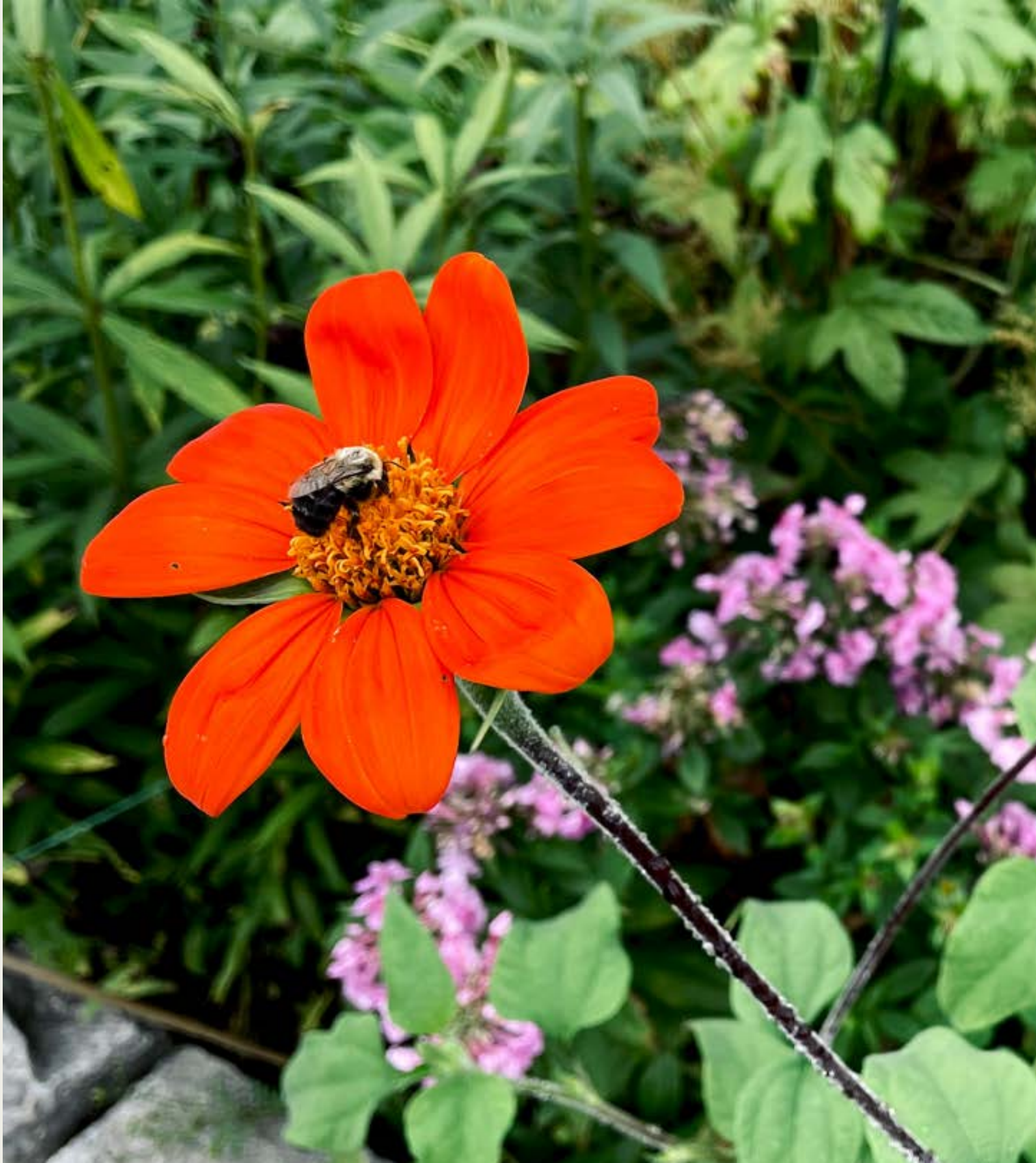
*I will ask you questions
I will try to understand
And if you give me your story
I will hold it in my hands
I will bring the love*

The revolutionary love

–Ani DiFranco

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STEPPING INTO THE **WHY**

Hi. I'm Suzi Pond. Founder of Redbird. We craft stories with extraordinary care. Because stories, well, they're everything. They're raw, real, and memorable and have the power to change lives.

Redbird brings narrative to life through video and audio storytelling. Our passion, creativity, and skill combined with our clients' important work lives at the root of what it means to be a B Corp – to be a force for good.

For us, this means lifting people and organizations, amplifying what they do, and, ultimately, creating impact to drive change. At the end of the day, here's why we do it:

We tell stories to create a better world that serves all people and the planet and advances the common good.

xo,

Suzi



Suzi. She shakes things up and breaks down barriers. Tells stories. Champions change. And loves fiercely – people and places.

She's lived in Maine for 20+ years and it's more than home. It's part of her DNA. As is digging for stories. Suzi majored in journalism, served in the newsroom of the Portland Press Herald, and uncovered and documented stories at United Way of Greater Portland. Nothing motivates her more than meeting people in their humanity and piecing their stories together in a way that empowers.

Through it all, Suzi threads the needle between bold and light. Fierce and fun. Work and play. Being a force for good always front and center.

“Giving voice to the lesser known drives us.”



Portrait by Coco McCracken



MORE FOR THE GOOD OF ALL

See more than meets the eye.
Do more than is required of you.
Change more than you thought possible.

Suzi lives from a place of abundance and imagination.
Creating a business without impact was simply not an option for her. She wanted more. For herself but also for the world. She wanted to rethink the role of business and leverage capitalism for good.

Redbird was born.

The year was 2014.
It was just the beginning.

How do we harness capitalism as a tool
for creating **empowerment and change**?



OUR MISSION

Redbird is mission-locked:

Redbird crafts stories with integrity and purpose to amplify the work of organizations dedicated to the common good.

As part of the B Corp certification process, Redbird amended our governing documents to demonstrate its accountability to all stakeholders, which includes employees, the community at large, and the planet.

OUR VALUES

We believe in:



Protecting and restoring our planet



Social, economic, and environmental justice and equity



Telling stories with integrity, creativity, and purpose



The power of community



Celebrating diversity and inclusion



Kindness and respect



What is the role of **business** in the world?

A prerequisite to all of these questions is a commitment to authentic storytelling and an adherence to the highest quality work. Redbird prides itself on producing video and audio stories that build community and elevate the conversation.

Both were running their businesses as a force for good. Through them, Suzi discovered another way. A way to take a stand and advocate for change through business. A way to positively impact all stakeholders, including people and planet.

Is there a way to make money and put **people and the planet** first?

Redbird believes in both/and – doing great work and making a difference. The what *and* the why. To serve our clients, community, and planet.

Redbird didn't have to start from scratch or reinvent the wheel. Becoming a B Corp would provide the framework and accountable high-standard for doing good in the world. Redbird was sold.

How can Redbird be a **force for good**?

Redbird found inspiration in people like Yvon Chouinard, founder of Patagonia, and Margo Walsh, founder of MaineWorks.

“We were excited to discover a for-profit way of operating that would allow for different values and create community.”

IT'S UP TO YOU HOW YOU **SHOW UP** IN THE WORLD

Suzi was confronted with a choice.

Did she want to use her voice, her platform – Redbird – to inspire change. Her answer was a simple yet declarative, “Heck yeah!” And so began this small, independent film company’s quest for earning B Corp certification.

Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other certifications for businesses, B Lab is unique in their ability to measure a company’s entire social and environmental impact.

Redbird was in so began a two-year journey toward certification.



We have always felt called to serve.
It’s about collective work to make a
more equitable world while keeping a
compass on the environment as well.



IMPACT DATA

Redbird amplifies the work of organizations committed to the common good.

It is easy to say what Redbird must do, but the proof is in our actions. We survey all of our clients to make sure we're on track and to measure the impact of our work.

“If we don't use our privilege to do **something good**, what are we doing?”

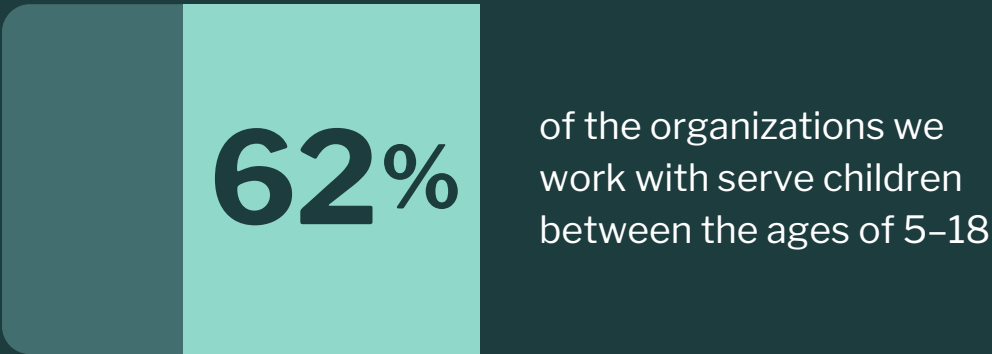
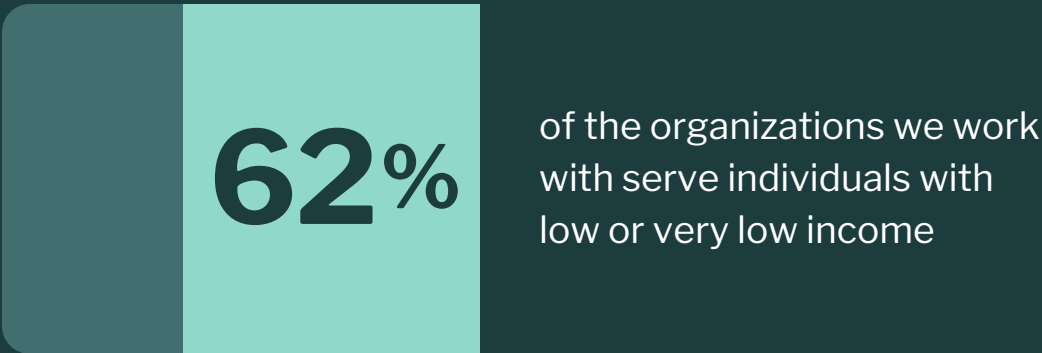


2022

IMPACT DATA

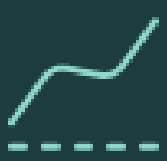
100%

of customers are satisfied



100%

of our customers say our work helped further their mission



>\$8M

fundraising dollars raised aided by Redbird videos



100%

of revenue from Maine-based companies and organizations



100%

renewable energy by fall 2024

>2,000

hours editing



100%

employees paid a living wage

52

hours of training & personal development

145

paid employee volunteer/ pro bono hours



EMPOWERING CLIENTS **IN THE WORK THEY DO**

In 2022, we worked with 12 clients who represent the kind of world we want to create. The honor was all ours.



Clients trust Redbird to **put all the pieces together** in a way the best fits their need.

We listen intently and amplify the good work of our clients to help achieve their impact goals.



Client stories





CLIENT **STORIES**

Allagash Brewing Company

Allagash approached Redbird with a simple request: Help us tell our brand story in a series of short videos to help educate and deepen our relationship with wholesalers. Mission accomplished.



Redbird brought our vision to life in ways that constantly exceeded our expectations. They were always easy to work with but also expanding our vision, focused on the story while also keeping an eye on the bottom line.

-Allagash Brewing Company





CLIENT STORIES

Camp Kita

Some projects you're simply called to do. Case in point: Camp KITA. KITA was established in 2013 as the first summer-camp program for children grieving a loved one's death by suicide. They are a beacon of hope, resource hub, and sanctuary. We're grateful to fly alongside them as they continue to spread their wings.



Redbird Media helped us to formulate our story and tell it in a visually compelling way. They were so professional to work with while still being so down to earth and approachable. I could feel Redbird's passion for helping us put our best foot forward, and it came through in the end result. I hope to work with them again!

-Camp Kita





CLIENT **STORIES**

CEI Women's Business Centers

Redbird partnered with CEI Women's Business Center to educate their clients and the community, as well as to support their fundraising efforts. CEI WBC supports women who want to start or grow a business in Maine. We're proud to support their work.

Redbird was great to work with and delivered very professional services.

-CEI Women's Business Centers





CLIENT STORIES

Chance to Advance

Redbird's commitment to supporting and celebrating diversity made the opportunity to work with Chance to Advance a big yes. This small but impactful nonprofit uplifts the voices of immigrants, refugees, and asylum seekers through storytelling to break down barriers for a more inclusive, connected, and educated world.

Working with Redbird has been a game changer for our small nonprofit. We now have an engaging video that we can use across multiple settings to encourage community involvement and celebrate the diversity that exists proudly throughout Maine.

-Chance to Advance





CLIENT STORIES

ecomaine

Redbird worked with ecomaine, the state's leader in sustainable waste management, to increase public awareness among new and existing audiences. Our series featuring award-winners was featured online and their annual celebration event.

“

Redbird's work allows ecomaine to achieve our mission of increasing public awareness of sustainable solid waste strategies by highlighting the work of our champions.

-ecoMaine





CLIENT **STORIES**

The Ecology School

The Ecology School transforms how people think about science, food, the environment, and themselves through joyful, hands-on learning for all ages. Redbird created an series of first-person testimonials to build greater awareness of their work during for a capital campaign, which raised \$3.7 million.

“Redbird does an amazing job—super professional, very creative and easy to work with!”

-The Ecology School





CLIENT **STORIES**

Harold Alfond Center for the Advancement of Maine's Workforce

Redbird spent six days in the field capturing different perspectives around how free training at Maine's community colleges changes the future of Maine people and businesses.



In launching a new organization with a multitude of services, our upfront challenge was narrowing the message to connect with a variety of stakeholders. Redbird delivered a very thoughtful, beautifully produced piece that is the center of who we are and our storytelling.

-Harold Alfond Center for the Advancement of Maine's Workforce





CLIENT **STORIES**

Kieve Wavus Education

Camp Kieve fosters leadership through kindness, respect, and a whole lot of adventure. We partnered with Camp Kieve to amplify their work to new audiences and expand demographics.



Redbird's down-to-earth and kind work ethic that made working together fun and ensured a final product that achieved all of our goals!

-Kieve Wavus Education





CLIENT **STORIES**

Maine Coast Heritage Trust

Redbird worked with the Maine Coast Heritage Trust to help put a human face on conservation efforts and tell stories and tell stories throughout their annual fundraising campaign.

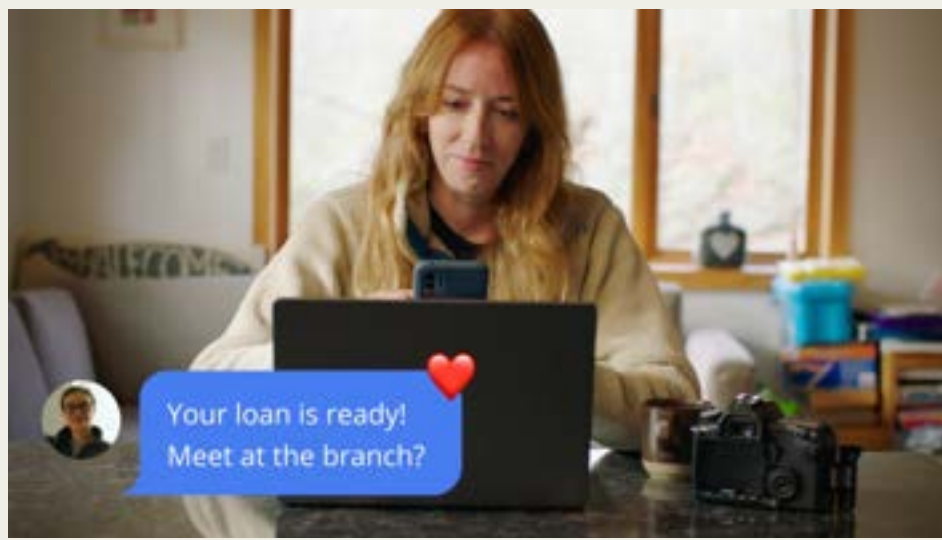


“

Redbird takes our vision and turns it into beautiful, impactful masterpieces that new and existing donors get to watch over and over again.

-Maine Coast Heritage Trust





CLIENT **STORIES**

Naretiv

Redbird partnered with our friends at Camden-based Naretiv to produce a series of videos for Maine State Credit Union for their “Our Heart Is In It” campaign that was used across local social media and television programming.

“*It’s good in business to do excellent work. It’s better to be easy to work with. And it’s great to be on-time. Redbird does all three.*”

-Naretiv





Electricians will save the world.



CLIENT **STORIES**

ReVision Energy

At Redbird, we're big believers in solar power. We loved working with ReVision to help re-position the electrical profession in the eyes of educators and adults at large. Currently, the USA has only 5% of the electricians needed to reach global warming goals outlined in the Paris Agreement making our work with ReVision even more important.



“Redbird blew away our very high expectations. They listened to our team, asked smart questions to get us thinking in directions we hadn't considered, injected confidence and enthusiasm in the entire project and, finally, produced a video that made us cry (happy tears). I can't wait to work on our next project with Redbird.

- ReVision Energy





CLIENT STORIES

United Way of Mid Coast Maine

One of our favorite things about United Way is how easy they make it for people to help each other. For their annual campaign video, we highlighted funded programs that positively impact kids and their families such as their Diaper Drive program and after-school initiatives at the YMCA. Through their fundraising efforts, United Way of Mid Coast Maine raised more than \$1.6 million.



Redbird's mission, story, and way of being is changing the world. Trust Redbird to be your partner and guide to make an even bigger impact. They make magic happen!

-United Way of Mid Coast Maine



LET'S TALK PEOPLE, PLANET, PROFIT

People

Redbird meets people in their humanity. We're committed to enhancing the economic and social well-being of our employees, clients, and communities in which we operate. Some of the ways we do this are by:



Still from Maine Coast Heritage Trust campaign for Aldermere Farm Preserve



Ensuring at least 75% of clients operate and serve our local community



Engaging with organizations who support underserved communities and youth



Offering scaled pricing to clients, as needed



Supporting volunteerism and activism through paid time off

100+

Ensuring a company-wide community service goal of at least 100+ hours



Treating all people with dignity and respect; communicating with transparency; and striving to create a welcome and supportive environment



LET’S TALK PEOPLE, PLANET, PROFIT

Planet

Everything begins and ends with our planet. We are dependent on the earth– and it’s depending on us, too. It’s up to us to be good stewards.

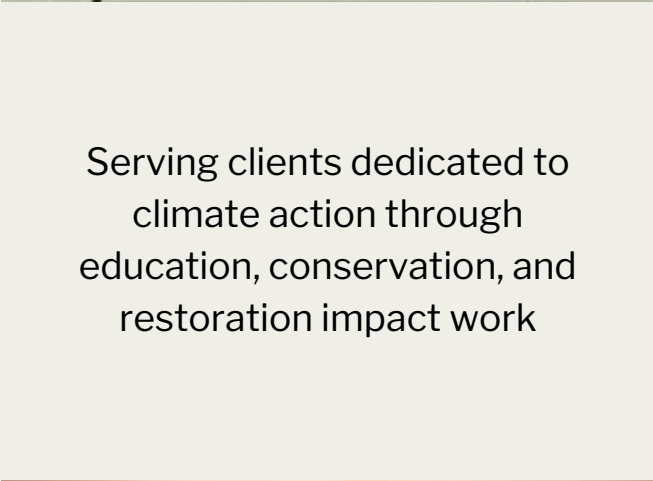
Redbird recognizes and acknowledges our environmental impact and are continually taking steps–big and small–to take care of the planet.



Going solar with plans in place to use 100% renewable energy through Revision’s “White Pine” solar farm by Fall 2024



Sharing stories to help protect Maine’s rugged coast, inland rivers, forests, and fields, as well as the many species and ecosystems that call them home



Serving clients dedicated to climate action through education, conservation, and restoration impact work



Building sustainability efforts into our employee review process



Minimizing energy use by simple acts like using natural light when possible and shutting down computers overnight



Reducing, reusing, and diverting waste by printing on both sides of paper, composting, and minimizing electricity usage

Profitability

As a B Corp, Redbird put people and the planet above profitability but also understand income allows us to be a force for good. When it came to business, Jim Henson – founder of the Muppets and Sesame Street said, “Make money to make art.” He saw art and business as inherently complementary rather than contradictory.

Being profitable funds our creativity and allows us to do more good work in the world. We continually reinvest our profits back into the business.

“Everything we do is in the context of **everything else**.”

WE'RE IN **GOOD COMPANY**

Redbird is one of 18 companies in Maine that herald the B Corp certification. It's a close and remarkable community. We learn from each other, cheer each other with kindness, and co-create positive change. We're honored to be part of this group and the bigger movement to do right by people and the planet. We hope more Maine companies will learn more about and consider becoming a B Corp.



“These are
our people.”



WHERE THE RUBBER MEETS THE ROAD

The right thing and the easy thing are not always the same thing.

We ask how each and every decision impacts the company, our clients, communities, and the planet.

What steps are **you** willing to take?

Becoming a B Corp requires a company to:



Demonstrate high social and environment performance and meet baseline standards



Make a legal commitment by changing their governance to be accountable for all stakeholders, not just shareholders



Exhibit transparency by allowing information about their performance as a B Corp to be publicly available



Re-certify every three years

Redbird proudly earned its B Corp certification in 2022, and leverages the designation to tease out the noise and drive continuous improvement through data-driven metrics. As Suzi puts it, “Our B Corp certification is a siren call everyday to do good in the world.”

BRIDGING TO THE FUTURE

Redbird's magic is in the stretch. Pushing ourselves. Thinking bigger. Building bridges between communities and to the future. Taking small steps forward that add up and lead to a more prosperous and sustainable future.

We work on a continuum never settling for mediocre but pushing through fear, pioneering new ideas, and growing – always growing. Ultimately, we want to use our voice for good – and to give others a voice so that together we create impact. We believe in a new standard of film, of storytelling that lifts people up in all their glory, magnifies their work, and advances the common good.



We only have so much time. We have to stretch beyond our comfort zone in honor of the work of helping others.



A red cardinal is perched on a bare, dark branch in the lower-left quadrant of the image. The background is a soft, out-of-focus winter scene with snow-covered plants and a misty atmosphere. The overall color palette is muted, with the cardinal's red providing a sharp contrast.

“How you climb a mountain is more important than reaching the top.”

–Yvon Chouinard