

# CORPORATE SOCIAL INVESTMENT IMPACT REPORT



"We are truly indebted to our communities and proud to serve them through volunteer work and numerous contributions throughout the year. Since our founding in 1933, the spirit of servant leadership has been at the core of who we are and what we do at Gibson every single day."

TIM LEMAN, CEO



## OVER \$1.1 MILLION INVESTED IN INDIANA AND MICHIGAN NONPROFITS IN 2019



### OUR COMMUNITY

- \$215,500 Contributions Donated by Gibson to 100 Nonprofits.
- \$416,000 Contributions Donated by Employee-Owners to 175 Nonprofits.
- \$130,000 Value of 5,120 Volunteer Service Hours Donated to 109 Nonprofits.
- \$347,000 Raised by Gibson Employees for Community Organizations.



### IMPACT SPOTLIGHT

**LEADERSHIP SOUTH BEND / MISHAWAKA** (South Bend): Gibson supported commencement exercises by purchasing well-deserved plaques for the Class of 46. After COVID19, Gibson contributed to an effort to bring nonprofit and business leaders together for "Virtual Conversations" to share resources and insights into how to manage with new considerations related to the pandemic.

**CHIARA HOME** (South Bend): Gibson helps to give 1,500 families each year a break as Chiara Home provides 24/7 temporary respite care for guests who experience mental, physical, or emotional challenge.

**SW MICHIGAN FIRST** (Kalamazoo): As a Council of 100 Member, Gibson celebrated the creation of new, high-quality jobs in Southwest Michigan that brings prosperity to 2,166 individuals and their families.

**SCHOOL ON WHEELS** (Indianapolis): With the fundraising talents of Gibson's Principal Courtney Simpkins, funding was provided so School on Wheels could shift focus to tutor students 1:1 virtually when schools shifted to e-learning.

**PARKVIEW FOUNDATION** (Fort Wayne): The Francine's Friends Mobile Mammography, partially funded by Gibson, makes early breast cancer detection, prevention, screening, and cancer management accessible to women over age 35 without regard to ability to pay.

### OUR PEOPLE

- Gibson is an employee-owned company
- 24 Gibson employee owners serve on nonprofit boards
- Gibson minimum wage is over \$16/Hour
- 5 office locations in the Midwest to serve national clients
- 53% management positions are held by women
- Unlimited Paid Time Off (PTO) and unlimited Volunteer Time Off (VTO) is offered to all employee owners
- Awarded "Best Places To Work In Indiana"



LORENE KREIL  
ACCOUNT MANAGER

*Based in South Bend, Lorene volunteers more than 200 hours each year for Mishawaka High School Cheer Club, Adopt-a-Highway, Girls on the Run, and Center for the Homeless.*



GARY CAREY  
MICHIGAN MARKET LEADER

*Based out of the Grand Rapids area, Gary volunteers over one-hundred hours each year to a variety of causes. He has helped to organize and lead events that raise critical funding for nonprofits in the West Michigan area. He also volunteers time at St. Anthony of Padua Church, Kenowa Hills Public Schools, and Feeding Walker Kids, a Walker-based nonprofit devoted to alleviating food insecurity.*

This is the second Corporate Social Investment Impact Report produced by Gibson, the top 1% largest independent agencies in the United States and includes financial information related to 2019 data. An independent reviewer, Blackbird Philanthropy Advisors, interviewed and collected information from employees responsible for the accuracy of the subject matter. Blackbird PAs collected, aggregated, and analyzed financial records, employee surveys, and nonprofit partner surveys.