

How we helped Access Ventures tell the story of their impact in 2021

Render planned, produced, and marketed a year in review for Access Ventures that showcased how the private-operating foundation was building a more inclusive and creative economy. Services

Project Management Content Creation Design Marketing

Clients

Access Ventures



Access Ventures is a private operating foundation based in Louisville, KY with a mission to build a more inclusive and creative economy.

Through their \$60MM+ fund, they fulfill this mission by investing with a one-pocket mindset that rejects the bifurcation of doing good and doing well. Access Ventures believes that you don't need to separate your values from your money and instead encourages others to follow their path towards 100% mission-aligned investments.





Access Ventures

Access Ventures' biggest asset is also one of their biggest challenges: the depth and breadth of their investments.

Through their one-pocket mindset, Access Ventures has built a diverse portfolio of investments that includes a great variety of asset classes, industry focus, and portfolio companies. From equity investments in blockchain technology to small business loans; from SaaS startups to podcasts, all of Access Ventures' activities contribute to building a more inclusive and creative economy. Given the diversity in Access Ventures' investment portfolio and programmatic activities, the challenge was to tell a cohesive story about the impact of Access Ventures' activities in 2021 that accurately reflects their substantial impact while keeping their stakeholders engaged in one single overarching storyline that connects these assets to the vision.



Access Ventures is a 501c3, and it's important to transparently report on the things we have accomplished throughout the year. The annual report is a way for us to showcase our team, our partners, and our collective impact. It's also a way to build trust in our ability to execute with future partners as we seek to expand our work over the years.

BRYCE BUTLER, ACCESS VENTURES MANAGING DIRECTOR



OVERVIEW PROBLEM **SOLUTION** RESULTS

Annual Report

Blueprint Local

Access Ventures incubated what has now become Blueprint Local in 2017 as Opportunity Zone legislation had launched and regulations were being defined. The name 'Blueprint' was chosen intentionally by our founding team because as we make investments across the country seeking both returns and impact, we look for a blueprint for repeatable routines that have been successful in generating economic dynamism and community impact where we invest. Blueprint Local is one of the most active investors in small and medium-sized cities in the country. They aim to build places where communities can work, live, and gather while supporting local entrepreneurs and creating value for local stakeholders.



Content and Design

With our outline and wireframe established, we developed copy, pulled stats, and captured stories to bring the narrative to life. We used this content to design a custom, 20-page downloadable PDF from scratch that matched the quality of work the Access Ventures' team is doing and carried the audience through the case of how they are building a more inclusive and creative economy.



Lessons from the Field: Learning from Blueprint Local Projects

Our partner Bruce Katz, who wrote the book The New Localism and runs the Drexel Center with the Energies fragmently uses the obtained control of the Drexel about how innovation replicates in American communities. We hope that observations from one Blueprint Local project can inform future Blueprint investments, and similar investments across the country

Case Study #3: Ecosystem Building (Opportunity Also ama - Birmingham) Blueprint Local was founded with an impact objective to help accelerate projects tha fit "the theorint" nationally. Part of the model is to invest ourselves; we have also looked to empose tocal organizations to do ...

One flagship partnership is with Opport in ty Alabama, a statewide economic development organization founded, an otherpreneur Alex Flachsbart shortly after the passage of the Opportunity Zone levislau. While the organization was originally founded to form capital in Alabam is Opportunity. Zones, it has quickly evolved into an *ecosystem builder*—a terminat describes a new av of thinking in economic development. In 2021, Blue with partnered with Opportunity Zon projects in Alabama. As of December 2021, the fund had raised \$15M in capital and has made 2 investments commitments in downtown Birmingham, with pipeline across the state-

OVERVIEW PROBLEM SOLUTION RESULTS





Planning and Wireframing

We worked with Access Ventures months in advance of publication to establish the audience and goals of the annual report. We built an outline with their team that identified the biggest moments of their year and simplified the story by breaking down the wide range of work they do into six digestible sections. We then took this outline and created visual wireframes to help organize and develop the initial design of the document.

OVERVIEW PROBLEM **SOLUTION** RESULTS

Publication and Distribution

We built a custom-designed webpage that shared an overview of the report and included an embedded form for easy download. We created social media, digital advertising, and email campaigns to grow the audience for their report and achieve more downloads.





Access Ventures

Today we are excited to share our 2021 Annual Report showcasing the impact our team made in 2021 in collaboration with our portfolio companies and partners. Download your copy here ↓

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"I have done several projects with multiple outside firms for our annual report or case studies and this was by far the easiest and most seamless process. I knew what was needed from me and when...and I never felt rushed. The end product as well was amazing!"

BRYCE BUTLER, ACCESS VENTURES MANAGING DIRECTOR



Impact

- 20-page custom-designed annual report
- Informed and delighted board, investors, and public
- Built out improved process and management to be used for future reports



social impressions



report page views



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