

THE COMMUNICATIONS INDUSTRY IN 2020.

COVID-19 IMPACT REPORT.

peoplefirst

nabs

nabs is responding to the current crisis facing our industry.

We have created this nabs COVID-19 response document to share our current actions in these unprecedented and challenging times. Just like you, nabs has had to pivot quickly in response. We continue to support and assist individuals in need in three core areas; mental health, financial counselling, and career strategy support.

Given the financial pressures everyone currently faces, we are very sensitive about asking for corporate donations at this time. As an act of industry solidarity, we are reaching out to ensure that nabs is able to support individuals today, and tomorrow.

We hope you will find a way to back our fall initiatives. While we welcome any and all corporate donations, we also invite any other ideas you may have that could benefit *your* charity.

In the coming weeks, our nabs team will contact you to discuss how your firm can benefit from our fall line up.

As always, thank you for your leadership, and for putting **peoplefirst**.

Denise Rossetto

nabs Chair

Jay Bertram

Executive Director

how you and your staff can support nabs.

To make your task easier, we are asking you and your staff to consider supporting nabs in the following ways:

1. Employee payroll deduction.

Lead by example; sign-up for payroll deduction. Encourage your staff to do the same. If just half of your staff gave \$10.00 per pay cheque, we would meet our fundraising goal for 2020, and be able to deliver on the balance of our programming for the year.

nabs.org/payroll-form-pdf

2. Donate to or purchase nabs media.

A simple, affordable, win/win opportunity for you and your clients.

nabs.org/nabs-media

3. Purchase and contribute at nabs marketplace.

Our new auction site is offering for sale: fine art, merchandise, and unique personal experiences, all donated by individuals from our industry. Everyone has something to donate! Check it out at **givergy.ca/nabs**

Use the embedded links throughout this pdf for more information.

how nabs is helping right now.

nabs is doubling down on our three service pillars: mental health & wellness, financial counselling, and career counselling.

nabs has completely modified our program schedule to address the realities of the current crisis. This has meant moving all programming online (RIPE, Career Strategy Group, Sleight of Mind, etc.). In addition, nabs has greatly expanded the number of online offerings available. This has resulted in nabs impacting more people on a month-to-month basis than in any other time in our 37-year history.

Stay current with nabstoday.ca

We are putting our communications plan into overdrive to make sure that industry professionals like yourself know about all the changes and can stay up to date on everything that we are offering. To explore our featured resources visit nabstoday.ca

T E S T I M O N I A L :

"If there was ever an example of how nabs can step in and help short-term to turn a situation around, this is it. Thanks again for everything."

"I stopped obsessing and found a clear direction."

"The RIPE sessions were a positive in my life which over the past year and a half has seen a lot of negatives. It was a rewarding experience to take part!"

mental health is a top focus for nabs during this crisis.

Here's some of the actions we've taken recently:

peoplefirst survey.

In partnership with Mindshare, nabs surveyed industry professionals regarding the current crisis. Over 1,000 responses confirmed that they were most concerned about their mental health, and that of their employees.

Sleight of Mind.

nabs held two on-line keynote sessions with Rodrigo Diaz, award-winning author of *Sleight of Mind: How To Create and Experience Magic in Your Life*. Rodrigo's sessions focussed on coping during the crisis, and on reinventing yourself to come out stronger, happier and at peace.

Diversity & inclusion webinar.

Hosted by our partners at Morneau Shepell, this session addressed the injustices many communities face today. nabs firmly denounces racism in all its forms. We must all acknowledge the responsibility we have as business leaders, as employers and as individuals, to ensure we do better on the path to social equality, and to create a racially equitable workplace.

L I F E T I P :

"You were placed in this world to experience love, happiness, peace and joy. Discover the innate ability to use your thoughts and feelings to create and experience miracles in your life. Magic is real. It's all around you; and most importantly, it's inside of you. You have the power to create it."

-Rodrigo Diaz

Supportline.

The nabs Supportline averaged 25-50 cases per month during the crisis, which is actually a decrease over our regular usage levels. 25% of callers said they are calling because of the pandemic. The biggest shift of note is that calls related to relationships have almost doubled (+85%), including things like; relationship breakdown, general relationship issues, separation/divorce, and intimacy issues.

Mindful Mornings.

In partnership with Ad Club of Toronto, nabs helped promote the session *Navigating Between the Pre and Post-Pandemic World*. Ramona Braganza, famed trainer to celebrities such as Halle Berry, Sandra Bullock, and Anne Hathaway, brought a positive perspective to virtual attendees with this session's focus on how to prepare the mind, body, and soul for a return to work post-pandemic.

Mental Health First Aid (MHFA) certification & training.

In November we will train and certify 45 Human Resource persons and peers in Vancouver, Toronto and Montreal. This is just part of our on-going commitment to seeing trained mental health first responders –who are also nabs certified– in every major agency across Canada. In early 2021, phase 2 of the MHFA training will be rolled out to other key cities such as Edmonton, Calgary, and Halifax.

T E S T I M O N I A L :

"I took RIPE pro-actively because I could see a need to move in the near future. In fact I think we should prepare for a number of changes moving forward. That future is here and as I write I have about 5 companies that I'm talking with for employment. That didn't happen before RIPE. It allowed me to focus my thoughts and start a plan. And I can see the results."

financial help is our second pillar of support.

The pandemic has financially impacted many people in our industry as a result of reduced hours, contract and freelance terminations, downsizing, cuts to marketing budgets, and other factors. nabs offers support with:

Financial counselling via Supportline.

nabs is continuing to offer advice for individuals trying to manage their financial situation. Surprisingly this service has not seen a huge increase in usage. We believe that people are managing through the current period thanks to federal government support payments. When those expire, we anticipate a dramatic increase in demand for this service.

Webinar series.

nabs is providing a number of informative online videos with topics such as: "COVID-19: How To Apply for Pandemic Support," "Personal Financial Planning Throughout Your Life," and "The In's and Out's of Budgeting."

nabs.org/coronavirus-financial-guidance

T E S T I M O N I A L :

"I am very happy to close the circle and update you that today I accepted a job offer in my field... it seems like yesterday that I had reached out and sought some assistance from you. Without question, I was at a point of facing some difficult choices in lifestyle and possibly family arrangements, and the nabs support that was offered over a 3-4 month period put me in the best position possible to land this job. So thank you. I couldn't have asked for more."

career assistance is our third pillar of support.

Given the shifting realities of job arrangements during this pandemic, and post-crisis, nabs has put extra resources into this key program.

Career strategy group sessions.

Sometimes a little coaching help can move you forward in a meaningful way. Trevor Cape has over twenty years experience mentoring and coaching professionals at all levels. These sessions are available twice a month during the pandemic. Videoconferencing technology has allowed over 350 people to attend the sessions nation-wide.

nabs.org/career-strategy-group

Custom outplacement services.

These are custom sessions for agencies doing national layoffs. Overwhelmed by the speed and scale of the crisis, these nabs partners requested support from us, to help their people impacted by layoffs.

RIPE

Senior level and older employees have been particularly impacted by layoffs. The RIPE program is for professionals 45+ that have been displaced both pre-and-post-COVID.

T E S T I M O N I A L :

"In a time when no one else seemed to believe in me, nabs came through and truly showed me that you have my back. For this, I am very, very grateful. Thank you very much for investing in the RIPE program. Words cannot adequately express what it has meant to me."

"Crucially important for our industry - and more than ever today."

"As someone who's given his life to this industry, this helped me feel valued again."

Learn the steps, skills, and mindset required to shift your perspective about work at midlife, and move into a rewarding new role. Transition expert Julia Moulden created this program for nabs based on her book: *RIPE: Rich, Rewarding Work after 50*.

nabs.org/nabs-ripe-program

nabsconnects job portal

In partnership with The Talent Code, we have developed a free community hub where employers can post open positions, and those affected by job loss can post their professional profiles. This platform provides a great opportunity for employers to get access to freelance talent. We receive thousands of visitors each month.

nabsconnects.com

T E S T I M O N I A L :

“Without RIPE, I wouldn’t have discovered cybersecurity or found a job in this field.”

“This program is a game changer. I started my own business and am happier than ever.”

“Julia’s guidance helped me feel comfortable participating, took me a giant step forward, and will stay with me always.”

get a conversation started with LifeSpeak.

Some agencies report using the LifeSpeak platform and videos as conversation starters, to assist with team building and relationship management.

Our library, fully matched in English and French, is now available to thousands of friends and family members of nabs. And we've just launched our "Expert Blog," featuring a wide variety of current topics.

In May 2020 nabs held a Mental Health Marathon.

800 people registered from across the country, and over 3,000 videos were viewed during the month. The campaign had several themes including: "Decoding Loneliness," "The LGBTQ+ Experience," "Recognizing the Importance of Body Positivity," and "Understanding Gender Identity."

Expert Blog, launched in May 2020.

nabs needed a way to bring fresh content more frequently to our clients and users. Hence our new Expert Blog, featuring unique and exclusive content from our LifeSpeak experts. We're being responsive to current world events, and we target more specific demographics. Recent posts include: Anti-Black Racism- Using Anger as a Mechanism for Change, 8 Ways to Manage Emotional Eating, and Do Some People Have Addictive Personalities? We believe Expert Blog is a huge value-add for your employees. nabs.org/lifespeak

T E S T I M O N I A L :

"The RIPE sessions were for me personally a great reboot of my brain. As I am recovering from a stroke the sessions gave me a new angle to approach when it comes to searching for a new career path as well as trying a few new ideas in my current field as a radio broadcaster."

"Julia gave me the confidence to go outside my comfort zone and not to be afraid of trying new ideas."

COVID-19 specific resources.

nabs has information tailored to this specific crisis, including: "Managing Sleep in the Time of Coronavirus," "How to let go of Control in Uncertain Times," "4 Ways to Build an Intentional Family Life Within the Reality of COVID-19," "Making Your Home Workstation Ergonomic," and "After COVID Isolation: A Roadmap to Navigating the New Normal."

Be the CEO of your own health.

Many of us want to be more active. The desire to get healthier is especially intense during the current pandemic. Trustworthy information is the foundation for protecting and managing your health. This campaign is designed to equip you with the knowledge you need as you work toward your wellness goals.

T E S T I M O N I A L :

"Practical, interesting, inspiring - and wonderful to connect with others going through the same thing."

"The nabs program is very important because it is one of the few contributions from the marketing communications industry for its veterans. Many of us have given our blood, sweat and often tears over many years, only to be turfed out..."

why nabs needs you now more than ever.

We'll be blunt. nabs is anticipating a \$250,000 loss for 2020. We're asking for your help to avoid this. And you should know how we got here.

nabs has three main sources of revenue that fund our programs and services. We offer our programs and services at no cost to the individuals who need them.

Our largest revenue generator is nabs media.

With a downturn in ad spends by marketers, media sales have slowed.

The second revenue stream is personal and corporate donations.

As you can imagine, these have taken a hit because of the current economic downturn.

The third revenue source, and the area hardest hit by the pandemic is nabs fundraising events.

Due to the current lock-down, events like Bal en Noir, the Golf Classic, Cannes screenings, have all been cancelled. And probably most importantly, nabs month has had to be rescheduled for a tentative fall launch. In addition, all our partner events have been cancelled; the Ad Club of Toronto,

the CMA, Abcom et al., would, in a normal year, raise significant funds at their events and donate a large portion to nabs. These are some of our largest revenue activities. Without them, our financial short-fall was unavoidable.

To compound the loss, we've seen a dramatic increase in the utilization of nabs services. The net result is that we are facing a \$250,000 loss. We quickly adjusted our P&L to reduce our costs, not our staff who provide the services. We have stripped out all expenses that were not focused on our three key pillars of service, and invested only in areas that ensure we continue to provide the high level of support which we are known for. As a charity, our goal every year is to break even.

We continue to offer our programs and services at no cost to the individual and their family. We want to be here for the years ahead.

This is why, at our greatest time of need, we are reaching out to ask for your support.

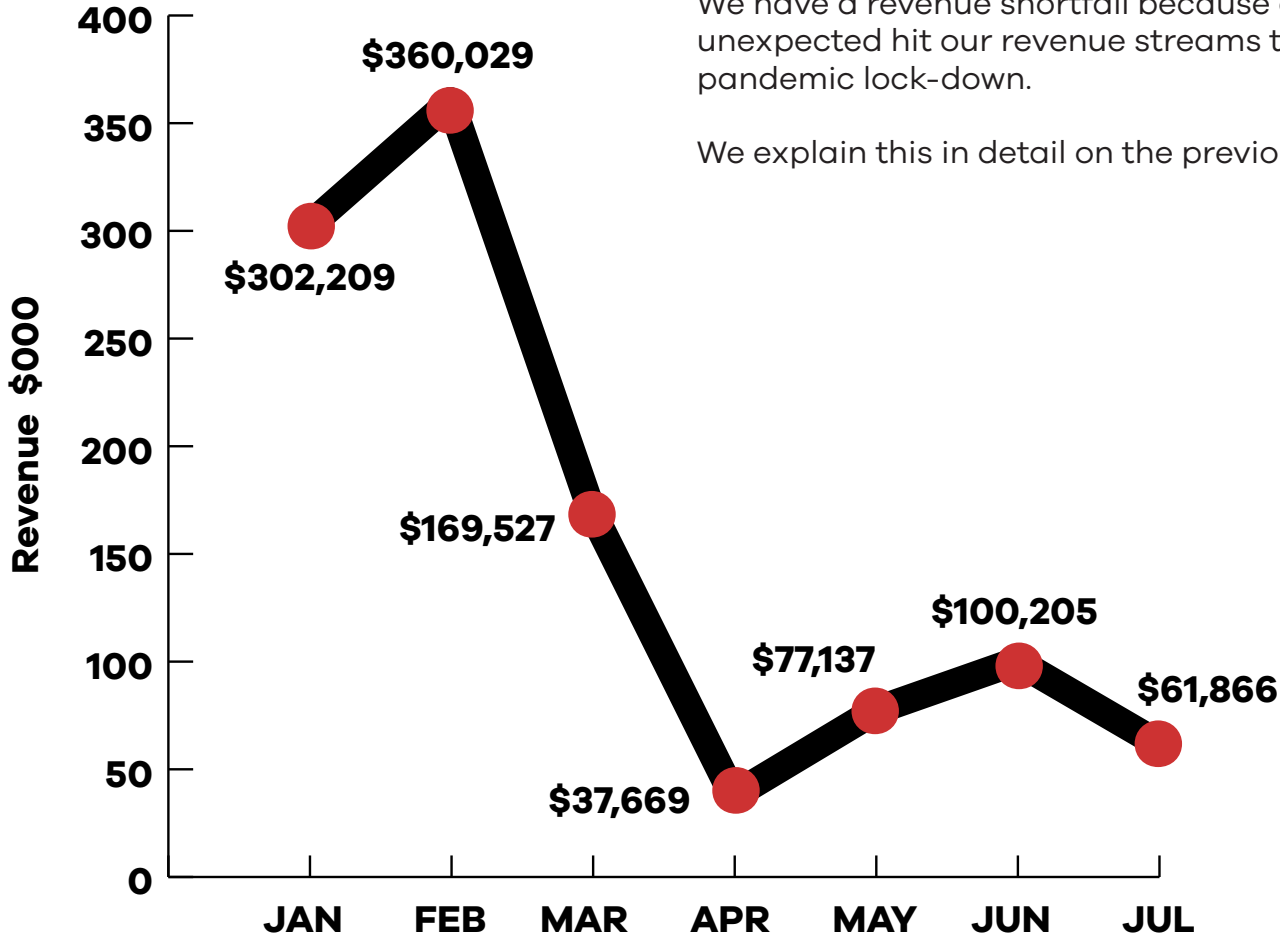
There are many ways for you and your employees to help nabs, and in the process support your charity, and the people in your industry.

financials **monthly revenue performance.**

nabs wants to be clear that we haven't come up short in 2020 because we are over-delivering on services.

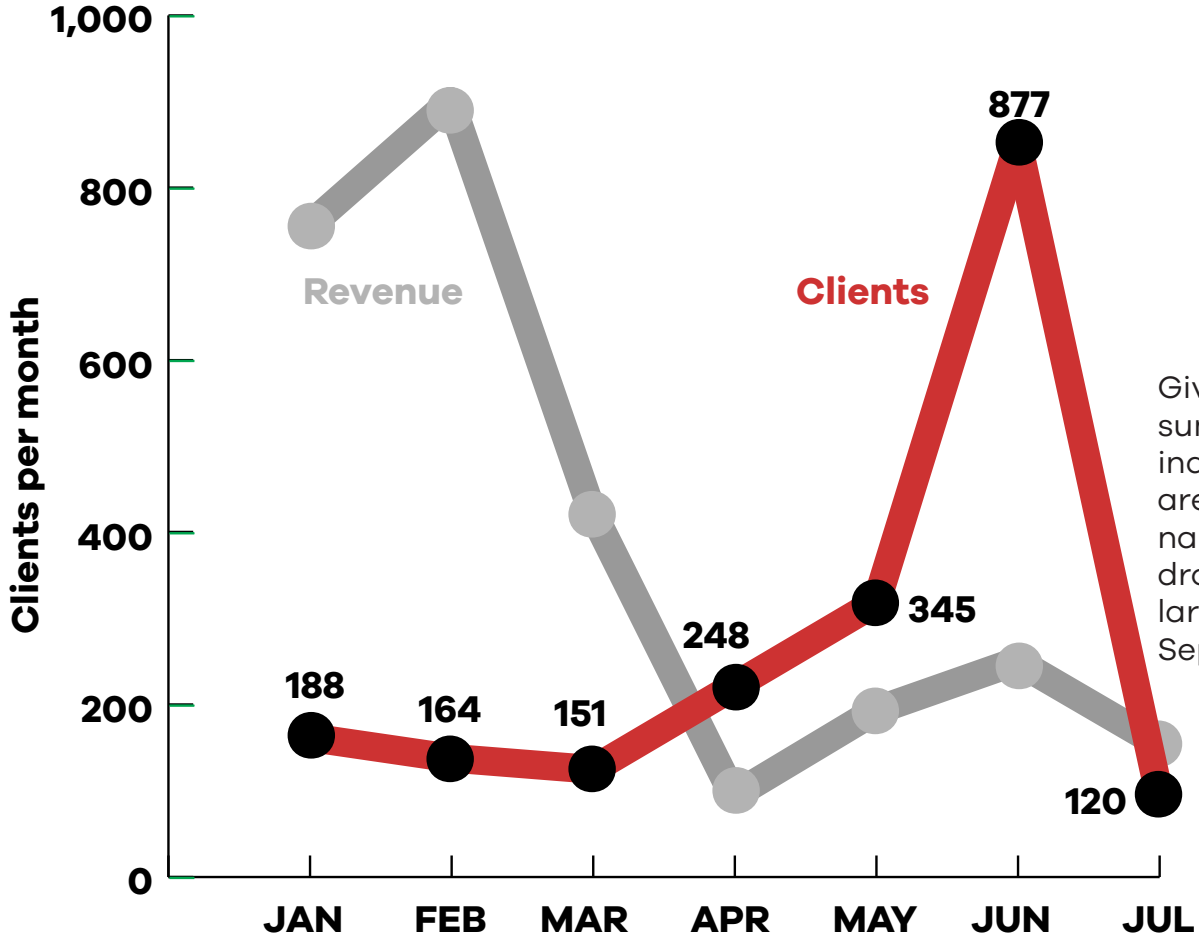
We have a revenue shortfall because of the unexpected hit our revenue streams took due to the pandemic lock-down.

We explain this in detail on the previous page.



usage of nabs services over revenue.

While our revenues saw a decline, the demand for our services has increased month over month since the pandemic outbreak.



Given the traditional summer slowdown in the industry, July and August are usually very quiet for nabs, reflected here with the drop in July. We anticipate a large increase of clients in September.

what you can do today to help nabs.

Starting today, here are some steps that you and your agency can take to help nabs meet its goals for 2020. Some of these won't even cost you money!

1. Donate to or purchase nabs media.

At no cost to you, a simple, affordable, win/win opportunity for you and your clients, nabs media offers the same high-quality media that you are already planning and buying for your clients, with access to high demand inventory at great rates. The only difference? nabs sends you the invoice, and the proceeds go to supporting our services.

nabs.org/nabs-media

2. Employee payroll deduction.

Lead by example; sign-up for payroll deduction! Encourage your staff to do the same. If just 50% of your staff gave \$10.00 per pay cheque, we would meet our fundraising goal for 2020. Give up just one latte per week and we'll be able to deliver on the balance of our programming for the year. We've got the simple paperwork here for you:

nabs.org/payroll-form

3. Purchase and contribute at nabs marketplace.

Our new auction site is offering for sale: fine art, merchandise, and unique personal experiences, all donated by individuals from our industry. If you don't know which end of a paint brush to hold, donate some of your time with an activity, or re-gift some merch. Everyone has something to donate!

givergy.ca/nabs

4. Have a nabs fundraiser with your staff.

Given that most of us are still in some form of lock-down, this option will require some imagination on your part. But that shouldn't be a problem, it's the business you're in, right? For some ideas, visit

nabs.org/2020-nabs-Month-Fundraising-Toolkit

5. A straight-out corporate gift.

We get it. We know not everyone is in a position to hand over a cheque, but on the off-chance that you are, and you really believe in what we are doing, now is the time to reach for your pen.

let's **come together for those less fortunate.**

Q: How do you eat an elephant?

A: One bite at a time.

Our elephant is \$250,000 big. We can't do it alone. You can't do it alone. But together as an industry, we could have this done before Thanksgiving. A single \$5 donation from every person in our business would do it. If just half the industry would give up two lattes, we'd be done. If a quarter of the industry skipped one lunch, we'd be done. You get the idea.

We think there are two levels at which we can reach the funds we need.

At the individual level.

We've already described how a single donation from enough individuals would help us over our current shortfall. But as a charity, we see people in need every year. That's why we're asking you to subscribe to a modest payroll deduction program. It's a steady source of income for nabs, which helps us to plan our annual budgets and service levels. We're not asking you to "give 'til it hurts," we're just asking to give what you can.

At the industry level.

There's so many ways in which a corporation can participate: a dollar-for-dollar match with your employee payroll deductions; a single large donation; participation in our rescheduled nabs month (TBA), nabs marketplace, nabs media; or a fundraiser of your own creation.

During this crisis, nabs has been true to our vision: to be the voice and champion of our industry's human capital.

nabs is your charity, and makes a vital contribution to the health of your own business via the health of your employees. We are asking you as an industry leader to demonstrate to your staff and to your competition the importance of supporting our colleagues. We need your support now more than ever.

In many ways, we individuals who still have employment are the fortunate ones. Let's not forget our industry friends –and their families– who have lost their livelihood due to this pandemic. Let's put **peoplefirst.**

NFA is proud to support nabs.

We at No Fixed Address have always supported nabs and greatly appreciate the work they do for our industry. As exciting and dynamic as our business is, it comes with drawbacks that may leave some people behind. Advertising agencies have limited internal support and thus need the confidential support nabs provides.

We are fortunate for the leadership nabs is taking during the COVID-19 crisis. They have been and continue to be, totally committed to be the human voice of our industry during the biggest crisis of our lifetimes.

With the additional volume of work that nabs is experiencing, the need for funding has never been greater. We are committed to do our part and we are happy to contribute.

Serge Rancourt

Serge Rancourt
Founder and CEO
No Fixed Address



FCB is proud to support nabs.

When the COVID-19 pandemic hit, agency leaders from across Canada came together to discuss the economic realities that would challenge the advertising industry. We knew that 2020 would be one of the toughest on record and that thousands of our most talented people would be adversely impacted.

While we all handled the realities of COVID inside our agencies in our own way, everyone agreed on one thing – the importance of investing in nabs and putting our **peoplefirst**. For a long time, nabs has been there for the people of our industry when they need it most. They have an unbelievable support system that is designed to do one thing – help. We need to support one another in any way we can and nabs has proven day in and day out that they are the top organization in the country to do just that.

As agencies, we are used to being highly competitive against one another. Pitching, trying to come up with the best idea and to be our clients' secret weapon. But now is the time to come together to support nabs and people across our industry. **Now is the time to act as one.**

Please donate and contribute in any way you can. We will all be better for it and I couldn't think of a more critical cause in our industry than ensuring that nabs has the resources they need moving forward. Let's do it for all the great people who need our help.

Thank you and stay safe.

Tyler Turnbull

Tyler Turnbull
CEO, FCB North America

