



Foley **Freisleben** LLC

Communications Counsel

SOCIAL
RESPONSIBILITY

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Gandhi said: “We must become the change we want to see in the world.” Corporations refer to it as doing well by doing good. By any description, FolFry recognizes that social responsibility imperatives cross sectors and borders. It addresses pressing issues locally, nationally and around the globe. And it mobilizes stakeholders from divergent segments—enterprise, academia, policy-making and NGOs.

We assist clients in harnessing the power of social responsibility to enhance the reputation of their enterprises: it improves image and makes the concern more valuable. Socially responsible organizations at their hearts share genuine commitment to the betterment of society. Our work—in education, the environment and social justice—unifies causes, nonprofits and NGOs with the resources of like-minded corporations. Aligning interests—the power of collaboration, as we call it—and rallying constituencies to act are central to spurring meaningful change and among FolFry’s core skill sets.

CORPORATE SOCIAL RESPONSIBILITY

We are the architects of programs that bring together corporations and nonprofit organizations in support of issues that promote societal good. These efforts enhance reputation and enterprise value while crystallizing support and addressing real-world issues.

CAUSE-RELATED MARKETING

FolFry conceives and executes marketing campaigns that pair products and services with organizations, issues and social concerns in the spirit of corporate citizenship and brand affinity.

ISSUES MANAGEMENT

With a track-record managing communications programs in support of high-visibility matters, our work assisting clients articulate complex issues in clear, compelling ways is extensive and diverse. FolFry expertise spans the continuum from labor-relations issues to equal access to justice and from over-the-counter pharmaceutical sales to zoning and land-use matters.

POLICY CAMPAIGNS

We are called upon to assist policy-making bodies communicate the merits of legislative change to broad-based publics. To engender grass-roots support, FolFry has implemented traditional PR and social-media strategies and tactics in support of legislation governing

nursing-home abuses, access to justice, recycling and solid-waste reduction.

EDUCATION AND AWARENESS INITIATIVES

Our firm conceives and implements advocacy initiatives that foster understanding of health, environmental, education and other issues. FolFry outreach efforts utilize traditional and social media, special events, sponsorships and other collaborations.

DEVELOPMENT-SUPPORT PROGRAMS

Fundraising is the lifeblood of not-for-profit organizations. With its breadth and depth of nonprofit PR counsel, FolFry is versed in marketing communications strategies that support development efforts via outreach to key audiences, showcasing of key programs and relevant successes.



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Perception drives value.

We drive perception.™

ABOUT FOLFRY

Public opinion—the ability to influence or, where need be, to alter it—is a powerful force.

FoleyFreisleben—or FolFry, as we are commonly referred—is a specialized communications consultancy that excels in building, shaping and managing the perceptions of our clients among targeted constituencies. FolFry is focused. We meld language, messages and images to satisfy specific objectives in narrowly defined practice areas that: drive investor sponsorship; cultivate favorable reputations; align products and services with customers and markets; and mobilize change for social good.

The firm is frequently called upon when reputation stakes are highest. Our clients respect and value the critical thinking and communications “candle power” we bring to every engagement—from routine matters to the most sensitive and complex corporate issues.



**CORPORATE COMMUNICATIONS
INVESTOR RELATIONS
ENTERPRISE MARKETING
SOCIAL RESPONSIBILITY**

**15233 Ventura Boulevard
Suite 1170**

Sherman Oaks, CA

91403-2201

Tel: 818.788.0010

Fax: 818.788.0011

Web: www.folfry.com

info@folfry.com