

WE DID IT **OUR** WAY

Bigmouth

*a certified B Corp
Chicago, IL*

2025 IMPACT REPORT

ABOUT BIGMOUTH

Bigmouth was founded in 2018 on a mission to do good. We define ourselves as a human-centric creative agency.

Here's what that means in practice:

- Respecting each member of our team as an individual.
- Approaching client relationships with open-minded, collaborative communication. Our clients are the experts; we are the translators.
- Meeting audiences where they are; using real-world vocabulary, imagery that reflects and resonates; and design and UX that serve a purpose.
- Continuously learning about the world around us to better understand and support ourselves and others.



WHERE DO WE START?



This report is the culmination of one of the toughest years in Bigmouth history. As we sat down to write, we asked ourselves: How much do we share? How candid should we be?

We made **tough decisions** to stay stable in a challenging year. That included cuts to our team, taking on business debt and shifting the services we invested in and ways we spent our time.

Reading the news and talking to friends and fellow business owners shows we're far from alone in this reality. Standing in solidarity with others who believe in the power of human-centric work—ourselves, our clients, our B Corp community and partner organizations—helped us stay the course. We gave where we could, we checked in with one another and we sought opportunities to collaborate and make a difference beyond our dollars.

Our Bigmouth team found grace for ourselves, knowing we wouldn't always get it right. We maintained trust in one another, knowing that the only way out of tough times is to **face them together**.

As we move through 2026, we're taking a lot of pride in the fact that Bigmouth rose to these unexpected challenges while remaining true to ourselves. Our 2025 Impact Report looks a bit different—**but we did it our way**.

In partnership,

Jonathan Hall
Founder, **Bigmouth Creative**

OUR IMPACT HIGHLIGHTS



One of many big lessons we learned in 2025: Our ability to create an external impact is affected by our ability to internally thrive as a business.

While Bigmouth always strives to create a meaningful difference that reflects our passions, values and work, our direct impact last year was smaller than in 2024.

WHAT WE ACHIEVED

- ✓ We officially became a certified B Corporation.
- ✓ We gave back \$23,600 to our community through in-kind work and donations.
- ✓ We invested over \$80,000 working with women, minority and LGBTQ+ suppliers.
- ✓ We baked our commitment to B Corp standards into our statements of work and master services agreements, including our employee handbook covering environmental and social stewardship.

WHAT WE DIDN'T ACHIEVE

- ✗ Financial growth, based on our 2023 and 2024 trajectories, and our 2025 goals.
- ✗ Creating sustainability guidelines for our vendors, clients and partner agencies.
- ✗ Creating a written policy for AI use, aligned with our environmental and human-centric values.
- ✗ Following all our social stewardship practices—we focused our energy on holding on to our team vs active volunteerism in our community.

PUTTING PEOPLE FIRST OUR TEAM

A big question lay at the heart of 2025: **How do we build a stable business while staying true to our human-centric values?**

Bigmouth must survive in order to thrive. We made a series of tough decisions throughout the year that affected the size of our team and the amount of work we could take on.

The nature of these decisions led to another big question: **How transparent is too transparent?**

We value transparency as a means to maintaining

trust. But our founder, Jonathan, realized that radical transparency—a breaking-news stream of information—drives unnecessary anxiety and whiplash. The challenge lay in the balance.

Jonathan hasn't been quiet about these dilemmas and decisions. In 2025, he launched *Mouthing Off*, a video series about business decisions, human-centered leadership and anything that's not being said. *Mouthing Off* became an unexpected space for connecting with creatives, leaders, CEOs and others with a human-centric mindset. Once again, we found solidarity in transparency.

It's wild, right? Somewhere along the way, we built the myth that the best entrepreneurs are flawless

machines with MBAs, five-year plans, and a morning routine that starts at 4 a.m. with gratitude journaling.

BIGMOUTH

WHAT WE SAID THEN... AND WHAT HAPPENED

In our 2024 Impact Report, each team member shared something they'd like to do more of in the year to come.

Here's how we did:

ACHIEVED!

- ★ Grow more involved in DEI-related and/or centered projects, or with clients who hold equity in that space or place it as a high priority.
- ★ Partner with more environmentally oriented organizations.
- ★ Find ways to elevate more organizations on our social media.
- ★ Support organizations that, in light of the 2024 election results, might be in more urgent need.

TO DO IN 2026!

- ☐ More opportunities to get together as a group to volunteer.
- ☐ Researching an environmental-focused charity to support.
- ☐ Work with an animal/pet organization.

PUTTING PEOPLE FIRST

Bigmouth continues to partner only with clients whose work directly impacts the lives of others. This policy allows us to serve as a voice for good, and keeps us grounded in the world around us.

Our new clients were an exciting bright spot in 2025. We expanded our expertise, explored new arenas and were humbled by their dedication and passion.

We've highlighted some of our most rewarding new client work this year.



PUTTING PEOPLE FIRST: OUR CLIENTS



Cradle Cincinnati is a network of community members and organizations working to reduce—and eventually eliminate—infant mortality in Hamilton County, Ohio. Cradle’s programs and initiatives connect birthing people and families with care and support before, during and after pregnancy.

In 2025, Bigmouth partnered with Cradle to relaunch its infant safe sleep communications efforts. The project spoke to us for many reasons: first and foremost, our collective passion and experience championing health equity. We’ve addressed health equity from many angles in Chicago—most notably through our relationship with the Chicago Department of Public Health—and were thrilled to bring that knowledge to a new community.

In 2026, Bigmouth and Cradle finalized and launched the updated campaign, as well as the organization’s 2025 annual report. Together, we’re continuing to explore ways to support the county’s infants, birthing people and families.



PUTTING PEOPLE FIRST: OUR CLIENTS



The Oak Park Lesbian and Gay Association was founded in 1989 as an inclusive group for local advocacy. The organization, recently renamed Out With Purpose, wanted to attract a more diverse range of LGBTQIA2S+ people and allies to its events, membership and board of directors.

Bigmouth was tasked with building a new Out With Purpose brand identity and website that reflected this renewed sense of purpose. Together, we defined a brand strategy centered around inclusive imagery and language that clarify what Out With Purpose is, and who is welcome there.

A new brand logo features a playful rainbow shape and spectrum to create an instantly recognizable impact, while all brand photography now focuses on a broad spectrum of real people in candid, empowering settings. The new website, outwithpurpose.org, blends playfulness and accessibility for an appropriate online gravitas.



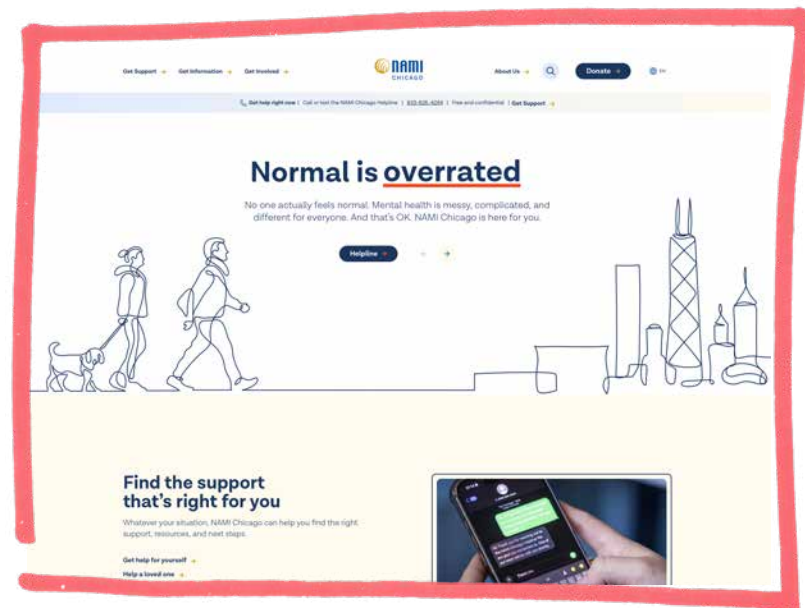
PUTTING PEOPLE FIRST: OUR CLIENTS



Accessing care for mental health challenges can feel overwhelming, confusing and out of reach—especially when someone is in crisis.

NAMI Chicago, one of the largest affiliates of the National Alliance on Mental Illness, works to overcome barriers to care. The nonprofit offers a dedicated helpline for immediate needs, as well as ongoing support and care coordination. In 2025, NAMI Chicago needed a fully redesigned website to clarify its services and help users immediately connect with relevant information.

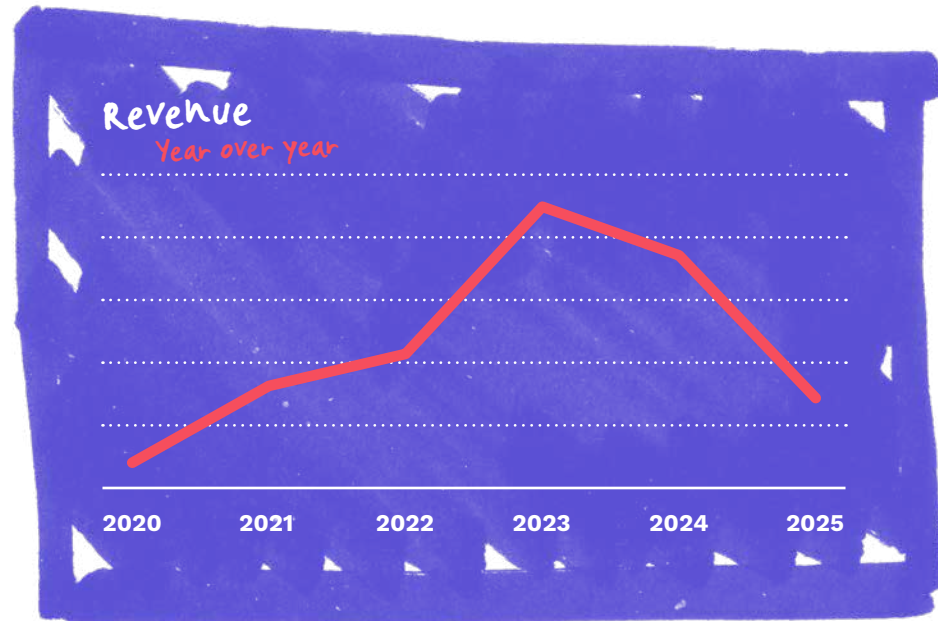
Bigmouth took a deep dive into NAMI Chicago's audiences to truly understand their needs. In 2026, we launched an ambitious-yet-sustainable online hub. Today, every **namichicago.org** visitor can quickly get support, get information and get involved.



PUTTING PEOPLE FIRST

Our agency can't claim transparency as a value without including corporate and fiscal measures; we continue to work on ways to do so. While we're not sharing specific 2025 financial data, this visual representation paints an accurate picture of the past 5 years. This reporting mechanism feels authentically transparent and in line with our values.

You'll find additional financial information, including donations and in-kind work, throughout this report and on our social media channels.



SHOWING UP AS PEOPLE AND PROFESSIONALS

Bigmouth exists as a brave, vulnerable space for our team members to exist as our authentic selves. It would be completely unreasonable to expect our team to ignore the frustrating, infuriating state of the world and focus solely on work.

So, while we would have loved to volunteer and show up in more spaces in 2025, we also needed to protect our energy and the ways we do business.

In 2026, we're focusing on ways we can do more within the boundaries of our energy, and beyond the traditional limits of a business. Historical attitudes limited companies' involvement in social issues. Our B Corp values teach us that we can—and should—do so much more.

Certified



Corporation

*If you know Bigmouth, you know that
we're big on social stewardship:*

Working toward our collective goals

while also considering our impact on

the world around us.

Bringing our authentic selves to work

Slurpee day!

Halloween fun!

BIGMOUTH

PUTTING PEOPLE FIRST: OUR BUSINESS PARTNERS

Bigmouth's small size also allows us to collaborate with a diverse group of partner businesses. We mutually complement one another's skill sets, learn and expand our perspectives together. Our 2025 report highlights new members of that ecosystem; visit bigmouthcreative.com/dei for a complete list of diverse business partners.



A media strategy and Certified B Corp company that helps purpose-driven brands reach their audiences where they are. Campfire believes that media works best when it's intentional, human and built to last.



A certified B Corp, WBE and MBE, Tomorrow Owned By You specializes in linking clients with cutting-edge solutions that foster economic growth, environmental sustainability and positive social impact.



A fellow B Corp digital agency in Chicago. They focus on building inclusive and eco-centric digital experiences, helping clients and partners become more accessible, sustainable and well-versed.



A newly certified B Corp and consulting agency that helps clients address issues like discrimination, toxic cultures and systemic inequity. US² offers certification and training for groups of all sizes.



An MBE and LGBTBE business, Papaya Search helps organizations grow through visibility across search and AI. They pair deep technical SEO with honest, plain-language guidance on how brands actually show up.

PUTTING PEOPLE FIRST: OUR COMMUNITY

Connecting with our community keeps Bigmouth grounded and inspired.



PRO BONO WORK

In 2025, we began collaborating with People for Community Recovery, an environmental justice nonprofit on Chicago's Far South Side. The organization is raising funds for its new Hazel M. Johnson Institute, a community center inspired by the vision of this incredible EJ visionary. Bigmouth is collaborating with PCR on a fundraising campaign designed to reach donors large and small, in Chicago and around the country.

In 2025, we continued our ongoing collaboration with OutPro Chicago, a professional networking organization for LGBTQ+ Chicagoans and allies. Bigmouth serves as OutPro's marketing partner, helping attract like-minded people and make meaningful connections.



ENCOURAGING ADVOCACY

At Bigmouth, caring about people and the planet is nonnegotiable. We use our (big) mouths to champion causes we care about, a practice that extends beyond the 9 to 5 and is especially important given the current state of our world.

Advocacy is deeply personal and takes many forms. In 2025, our team members attended rallies, community meetings and whistle-packing events. We learned how to protect our neighbors against ICE, spent our money at small businesses and spread kindness at all times. And we spoke up, encouraging our networks, neighbors and loved ones to learn more and do the same.

WHAT'S NEXT FOR BIGMOUTH

Bigmouth has always believed that visibility matters, from audiences seeing themselves in our work to sharing meaningful messages on Transgender Day of Visibility.

The past year taught us that visibility matters more than we could have imagined. We felt the most supported in moments where we showed up as our vulnerable selves—team meetings, casual chats with collaborators, networking events or even online comments with like-minded people. Visibility serves as a reminder that we're not alone in either our struggles or our values.

From here on out, Bigmouth is focused on meaningful growth. We've been in business for eight years, and in some ways we're getting back to our roots as an expert, passionate group of professionals. We've also evolved and built meaningful processes during those eight years. We're here to grow proactively—not reactively—and we're striving to thrive.

What does that look like in 2026? Our definition of thriving evolves year by year. Right now, we want to

give ourselves grace for being human, find space to stay grounded in reality and remember our why—our connection to the world and our communities.

Thriving also means reconnecting with the reasons we do this work. We love creativity, we love people and we love watching meaningful change bloom before our eyes. That's why we put so much effort into building a different kind of agency—and why we care so much about preserving it.

Bigmouth is also on the path to recertification as B Corp in 2028. The process requires us to meet new standards and get introspective about the ways we can become a more impactful organization.

At Bigmouth, we believe every organization holds a little magic. Our job is to help clients discover and capture that magic in their brand.

volunteering!



REVENUE

any organization is
their values and
shape internal
to affect
Bigmouth infuses
into our branding
team interviews
le at every level
organization, from G-suite
members, along
of your diverse
to build the most
accurate picture

WHAT'S NEXT FOR BIGMOUTH

We're putting our efforts into three areas close to our hearts:



DIGITAL ACCESSIBILITY AND ENVIRONMENTAL IMPACT

We think and talk a lot about the ways technology hinders human connection. Web development, however, has the power to strengthen our ties to ourselves and the world around us. Great UI and UX can empower digital accessibility for people of all backgrounds, and helps organizations connect with people who could benefit from their services.

As we move forward, we're focusing on ways we can support people through digital accessibility while minimizing our environmental impact.



BRAND EMOTIONAL INTELLIGENCE

Human-centricity is a crucial part of what makes Bigmouth, Bigmouth. We consider our brand to be self-aware, empathetic and vulnerable. We value these qualities in ourselves as people, and consider ourselves experts at baking this type of emotional intelligence into our client work. In 2026, we'll keep reflecting and refining our understanding of how we pitch emotional intelligence as a meaningful benefit of our agency—and of the brands we build.



BRAND SUSTAINABILITY

This form of sustainability extends beyond environmental impact to cover a brand's positive impact as a whole. Think about it as a brand's legacy. How do you want to be considered and remembered, both internally and externally? What does your brand stand for that makes you proud? We want our clients to be able to answer these questions after working with Bigmouth—and we're continuously answering them for ourselves.

Jonathan

Beazley

Nat

Candice

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BIGMOUTH



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