

ISSUE TWO
OF **RIPPLE OF
CHANGE** DIVES
INTO HOW
THE WORLD
IS BOUNCING
BACK, AND THE
IMPORTANCE OF
DOING SO, WITH
KINDNESS.

PHOTO ©
CHRISY SCHMID

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ROC

RIPPLE OF CHANGE

After hardship we are called to bounce back.

Messages of resilience and perseverance flood our timelines, our Zoom calls, our family dinners.

The show must go on - a mantra we have all internalized, believing that our worth is intrinsically linked to our productivity. **But what if the show wasn't that good in the first place? What if the show was full of injustice, exploitation and violence.** What if instead of going on - we paused and reflected? **What if instead of defining 'resilience' as the ability to carry on despite strife, we defined it as our ability to learn, adapt and revolutionize?**

Many of us don't feel strong - many have been worn down and burnt out by the cost of survival. Our planet also suffers as a result of humanity's love of more, bigger, faster.

Of course, we carry on. **But let's carry on with gentle tenacity; let's combine our strength with vulnerability, our resilience with compassion, our creativity with sustainability.**

RIPPLE OF CHANGE Issue 2 offers the reminder that you can't pour from an empty cup and you can't build a better future without reflecting on the past.

After the year we came together, we move forward with gentle tenacity.

THE READER



PHOTO © JOEL MUNIZ

Whether using TikTok as a platform to elicit change, attending a Black Lives Matter protest, sitting in on Zoom panels, volunteering on the ground at a charity in rural India, or having challenging conversations at home, the **RIPPLE OF CHANGE** reader has a simple goal — to make the world a better place.

THEY ARE THE DO-ERS, THE ORGANIZERS, THE EDUCATORS, THE PARTICIPANTS.

ROC READERS ARE



- › **EDUCATED**, curious, and open minded.
- › **INTELLECTUAL**, news-readers, informed.
- › **HUMANITARIANS** activists, volunteers and changemakers.
- › **TRAVELLERS** who love experiencing new cultures.
- › **SUSTAINABLE** and environmentally conscious.
- › **SUPPORT** businesses that stand for something greater.
- › **INFORMED** on current affairs and want to give money to positive causes.

25-45

YEARS OLD

Gen Z and Millennial

75/25

FEMALE/MALE

EDUCATED

**COLLEGE &
UNIVERSITY
GRADUATES**

**URBAN
DWELLERS**

RESIDING IN/NEAR
NORTH AMERICAN CENTRES

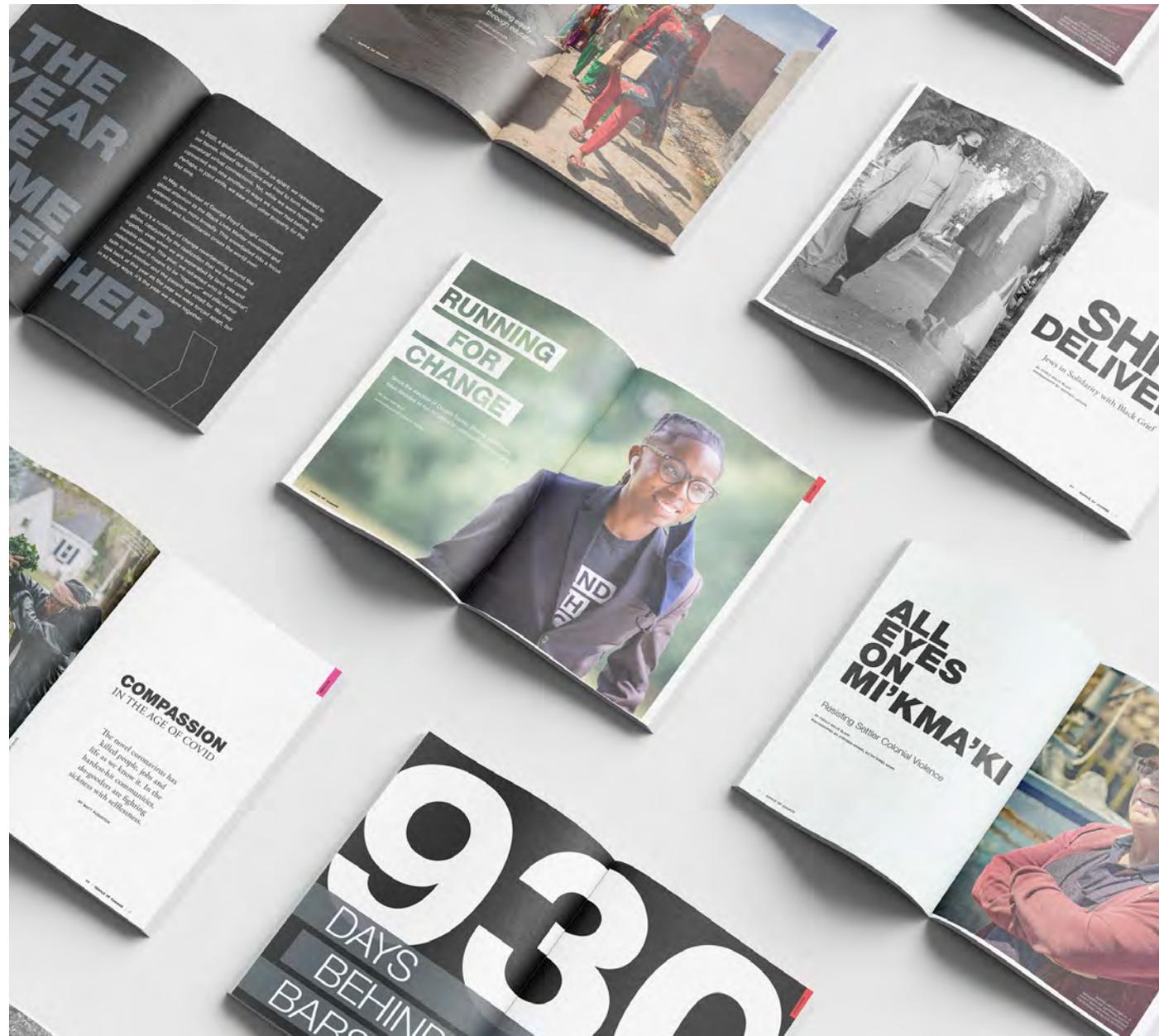
IN EVERY ISSUE

Each issue of **RIPPLE OF CHANGE** will include stories from around the globe surrounding:

**ACTIVISM
IDENTITY
LAND
HEALTH
EDUCATION**



Every article is followed by a tools guide to give readers options for how to get involved where they can.



PRINT



Printed on environmentally-sustainable stock, with zero carbon emission **RIPPLE OF CHANGE** magazine is issued semi-annually. In its pages, readers will be immersed through in-depth stories and original photography, transporting them to the frontlines of humanitarian and social work happening around the world.

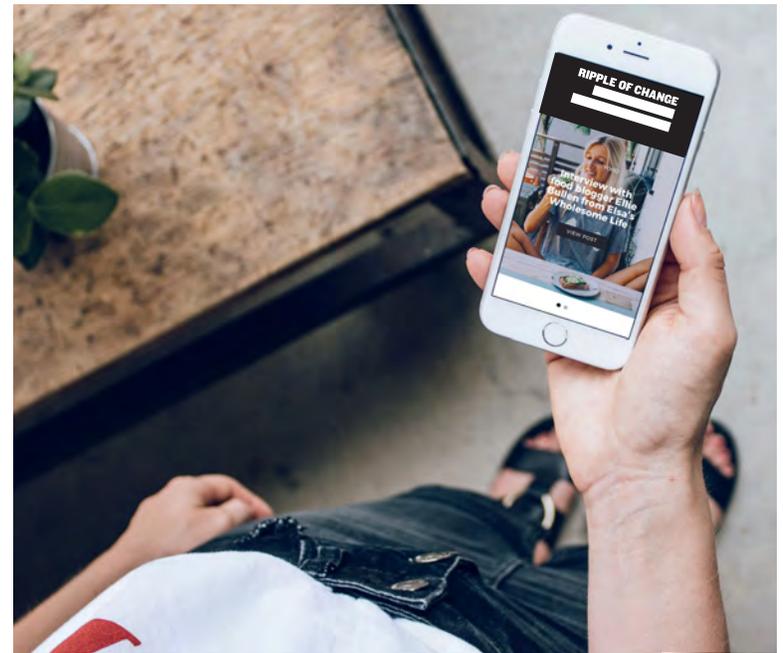
Following each feature, readers will be presented with small to large actions they can take right now in their own lives to make a difference for that particular cause.

IN THIS WAY, READERS ARE EMPOWERED TO

MAKE THEIR OWN RIPPLE OF CHANGE.

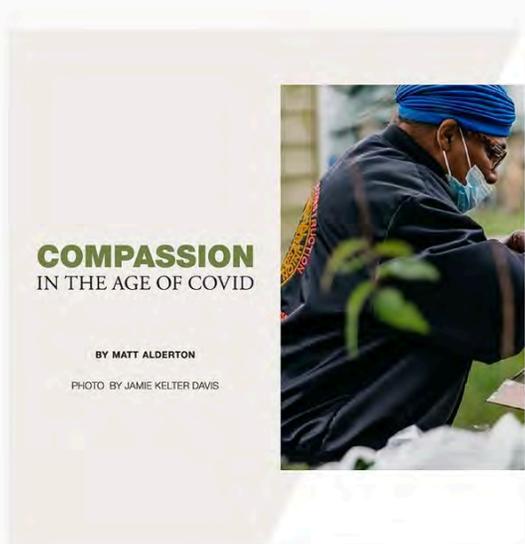
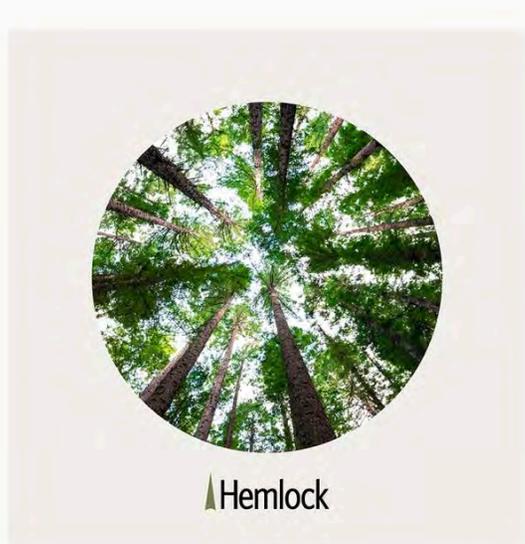
DIGITAL

As the magazine's digital home, **rippleofchangemag.com** allows visitors to interact with stories, view original photography, and subscribe to either the print or digital editions of the magazine. Visitors to the website will experience a taste of the in-magazine experience, and be able to read previews of in-print features, with full access to all digital pieces.



SOCIAL

SOCIAL MEDIA is helping activists worldwide bring attention to the biggest issues we face as a society. **RIPPLE OF CHANGE** leverages social media to build an audience of readers and tell the stories that need to be heard.



THE FOUNDERS

10

COMPANIES FOUNDED

20

YEARS EXPERIENCE
DESIGNING MAGAZINES

+34k

COMBINED SOCIAL REACH

+50

NON-PROFIT INVOLVEMENT



CICELY BELLE BLAIN

Editorial Director
Pronouns: they/them

Cicely Belle is Black, a queer writer, activist and anti-racism consultant. They are the founder and CEO of Cicely Blain Consulting, a social justice informed equity and inclusion consulting firm. They were listed as one of Vancouver's 50 most powerful people and BC Business's 30under30. As a founder and former organizer of Black Lives Matter Vancouver, they are passionate about liberation work and systems change.



KATE BOUCHARD

Marketing & Brand Director
Pronouns: she/her

Kate is Founder + Principal of Armature Collective, where she leads a team in delivering marketing and branding strategy for clients. She was nominated for the 2019 Women of Influence RBC Canadian Women Entrepreneur Award, serves in community leadership roles on board of directors for non-profits, and has been featured in Huffpost Canada, Vitamin Daily, BIV, and Mother Muse mag.



WHITNEY LARSON

Creative Director
Pronouns: she/her

As the Founder of Injagar, Inc., Whitney is a nimble, creative leader combining 20 yrs design experience with a background rooted in editorial to help clients find, tell, and share their stories. She is invested in inclusive creative and increasing opportunities for women at every level. Whitney has had the opportunity to work with brands she admires and entrepreneurs she believes in.



CHRISTY SCHMID

Director of Photography
Pronouns: she/her

Christy is the owner and exec producer of Christy Schmid Productions. She works with photographers, directors, and crews of all sizes to produce photo and video campaigns. As a photographer herself, Christy's work has been used to support nonprofits such as the Milaan Foundation and Girls Rock Chicago. She's served on photo industry boards such as ASMP.



MEL SUTJIADI, RGD

Technical Director
Pronouns: they/them

Mel is the founder of Art Over Matter Creative, a QTBIPOC creative director, graphic designer, illustrator, web developer and educator who believes in using their creative power for social good. They love working on projects that have a social impact and are passionate about social justice, diversity and inclusion. Mel is a co-organizer of CreativeMornings Calgary, TechSoup Canada's NetSquared Calgary, and a member of RGD Diversity & Inclusion Committee.

OUR PARTNERS & SUPPORTERS

SPONSORS:

**EARNEST
ICE CREAM**
- SERIOUSLY GOOD -

 **Hemlock**

FRIENDS:

KIT  ACE

Amplify Optimism


**She
SUMMITS**

 **lululemon**
CALGARY

STOCKISTS:

Canada

Massy Books

229 E Georgia St
Vancouver, BC V6A 1Z6

Second Nature Home Boutique

3565 Commercial Street
Vancouver BC V5N 4E8

Shelf Life Books

1302 4 St SW
Calgary, AB T2R 0X8

USA

Wolfbait & B-girls

3131 W Logan Blvd
Chicago, IL 60647

Quimby's Bookstore

1854 W North Ave
Chicago, IL 60622

JOIN US

RIPPLE OF CHANGE magazine partners with like-minded organizations that both live the values of the magazine, and have their own stories to tell of social action and change. Let's work together to start a ripple of positive change.

07

PARTNER OPPORTUNITIES:

Issue Partner

Availability: 2 per issue

Feature article in the print issue and online consisting of original content (1000-1500 words) and photography

Masthead mention in-print

Premium positioning - full page ad

Logo included under "Partners" on ROC's website

4 x dedicated in-feed ROC social media posts

Personal thank you from all the Founders across their social channels

ROC-designed custom ad on homepage linking to your website (6 months)

Official ROC sponsor badge for use on your own digital platforms

10 print copies of the sponsored issue

Logo placement and verbal mention at any ROC events (virtual or live) (6 months)

Topic Partner

Availability: 3 per issue

Connect to current feature article in the issue - original content and photography

Masthead mention in-print

Logo included under "Partners" on ROC's website

4 x dedicated in-feed ROC social media posts

Personal thank you from all the Founders across their social channels

Full Page Ad

ROC-designed custom ad on homepage linking to your website (6 months)

Official ROC sponsor badge for use on your own digital platforms

5 print copies of the sponsored issue

Logo placement and verbal mention at any ROC events (virtual or live) (6 months)

Web Partner

Availability: 5 per issue

Website article with original content (750 words) and photography

Logo included under "Partners" on ROC's website

2 dedicated in-feed ROC social media posts

ROC-designed custom ad on homepage linking to your website (6 months)

ROC-designed custom ad on interior page linking to your website (6 months)

Official ROC sponsor badge for use on your own digital platforms

Digital copy of the sponsored issue

Logo placement and verbal mention at any ROC events (virtual or live) (6 months)

CONTACT



hello@rippleofchangemag.com

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ADVERTISING OPPORTUNITIES:

Full Page Ad

Availability: 4 per issue

Full page ad

Email promotion

2 dedicated in-feed ROC social media posts

Add \$500 for premium placement (first come first serve)

ROC-designed custom ad on interior page linking to your website (3 months)

Digital copy of the sponsored issue

Logo placement and verbal mention at any ROC events (virtual or live) (6 months)

Email Partner

Unlimited

Email article (350 words)

Full page ad - in the digital issue

2 dedicated in-feed ROC social media posts

ROC-designed custom ad on interior page linking to your website (3 months)

Digital copy of the sponsored issue

Logo placement and verbal mention at any ROC events (virtual or live) (6 months)

Digital Ad

Unlimited

Full page ad - in the digital issue

Email promotion

2 dedicated in-feed ROC social media posts

Digital copy of the sponsored issue

Logo placement and verbal mention at any ROC events (virtual or live) (6 months)

CONTACT



hello@rippleofchangemag.com

WHAT

WILL

YOU

DO?