

IMPACT STUDY

BREAKTHROUGH

Provided strategic communications and PR/Publicity services to announce and amplify the organization's new President & CEO and key initiatives.

THE SITUATION

Breakthrough is a story-telling and media advocacy organization committed to ending all forms of violence against Black women, girls, femmes, trans and non-binary people. In the midst of the Covid-19 pandemic, racial uprisings and the 2020 Presidential election, Nakisha M. Lewis was announced as its new President & CEO. As the org's agency of record from 2019 to 2022 Human Impact Solutions provided ongoing strategic communications advisement and support to promote Breakthrough's programming and Lewis's leadership.

THE STRATEGY

Through bi-weekly client check-ins and collaborative sessions, HIS worked closely with Breakthrough to carry out a robust PR strategy that included story-mapping and pitching, editorial writing, media coaching, and rapid response. Our team helped craft and distribute media statements in response to breaking news and current events, as well as pitched specific journalists to write profile pieces on the President & CEO, successfully positioning her as a go-to source.

THE RESULTS

Over the course of our engagement, Human Impact Solutions' secured **25+ press stories with a combined total of nearly 6 Billion views and an audience reach of more than 1.2 Billion**, according to our media reporting platform Coverage Book. Media outlets that covered the organization under our coordination included **People Magazine, Forbes, Business Insider, Bloomberg News, The Wrap, CNBC Make It, Ebony Magazine, Complex, Women's Wear Daily (WWD), Yahoo News**, and more.



breakthrough

 **make it**

Forbes **People**

Bloomberg

EBONY **COMPLEX**

THE WRAP **WWD**
Covering Hollywood