

# Annual Impact Report

2024

Prolific.







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From reaching 185 countries to achieving national recognition, our partners' extraordinary impact in 2024 proves that when potential is unleashed, **the impossible becomes achievable.**

This report showcases how Prolific and our portfolio companies, alongside visionary leaders, have not just met goals—we've *redefined* them, creating waves of positive change that continue to ripple across communities and industries worldwide.

Prolific. *jda* CQR 

# Partnership Makes Perfect







# 400% ↑

At Prolific, growth is more than just a buzzword—it's ingrained in our DNA.

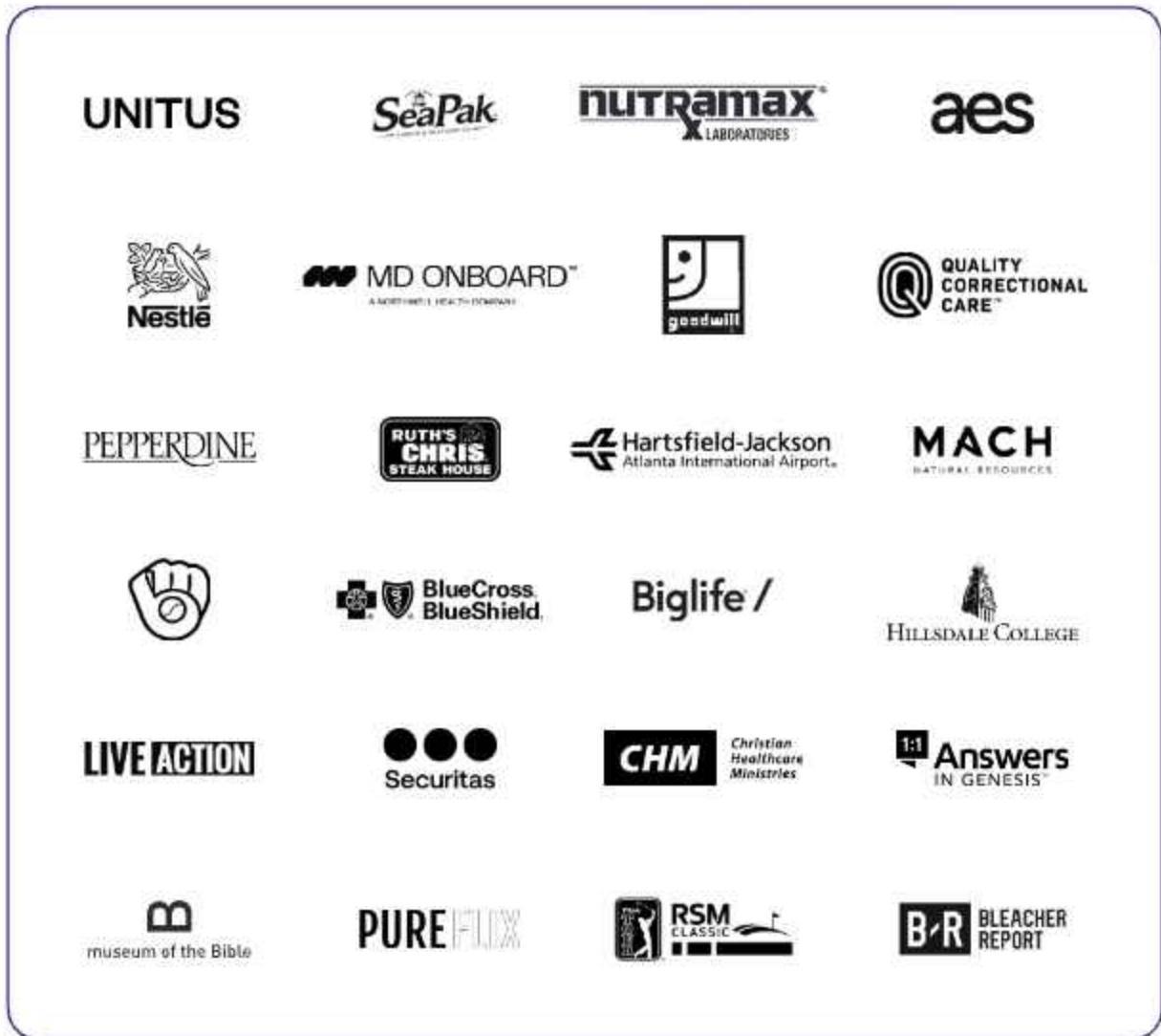
**Over the past six years, we have seen our top-line revenue soar fourfold**, a testament to our capacity to drive exceptional results for our partners through innovative strategies and unwavering commitment.

**UNITUS**



# 162 Partners Served

Over the past year, we've partnered with visionary leaders to turn audacious goals into tangible realities, **driving unprecedented growth and impact across diverse sectors.**





## OX DELIVERS

# Transforming East African Trade through Technology

**Evolving from an EV startup to a trade-tech leader, OX Delivers achieved remarkable success through Prolific's strategic partnership.** Our comprehensive approach repositioned OX as the premier trade-tech company, showcasing its unique hardware-enabled SaaS platform and innovative "trucks-as-a-service" model. By crafting a compelling narrative highlighting OX's impact on agriculture, climate, and humanitarian efforts, **we're supporting its ambitious growth—from 100 to 1,250 trucks annually in East Africa by 2028**—revolutionizing trade and sustainable transport across the Global South.



CITYSERVE

Walmart 



## PROLIFIC GENEROSITY

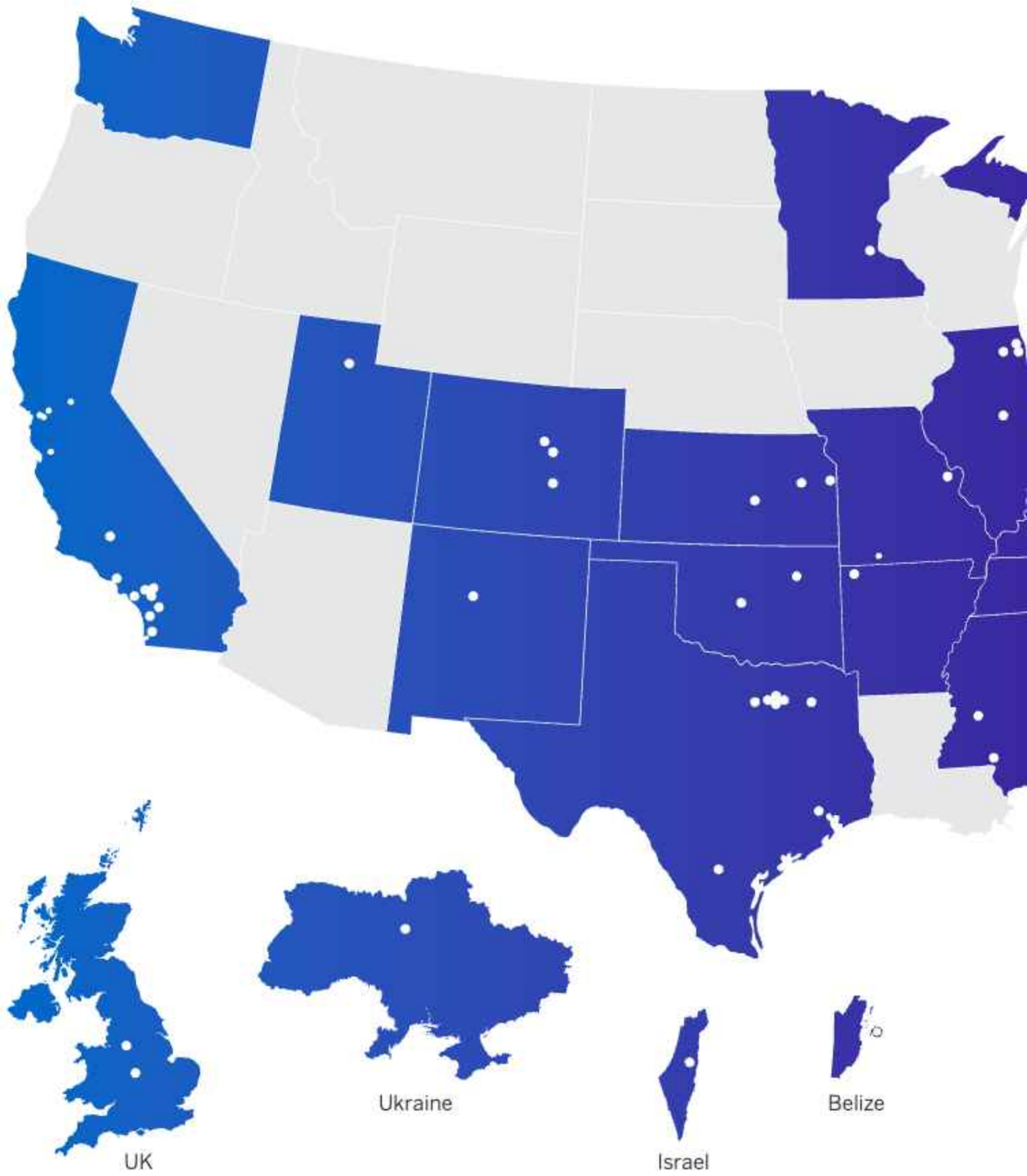
# \$5M Hurricane Helene Relief

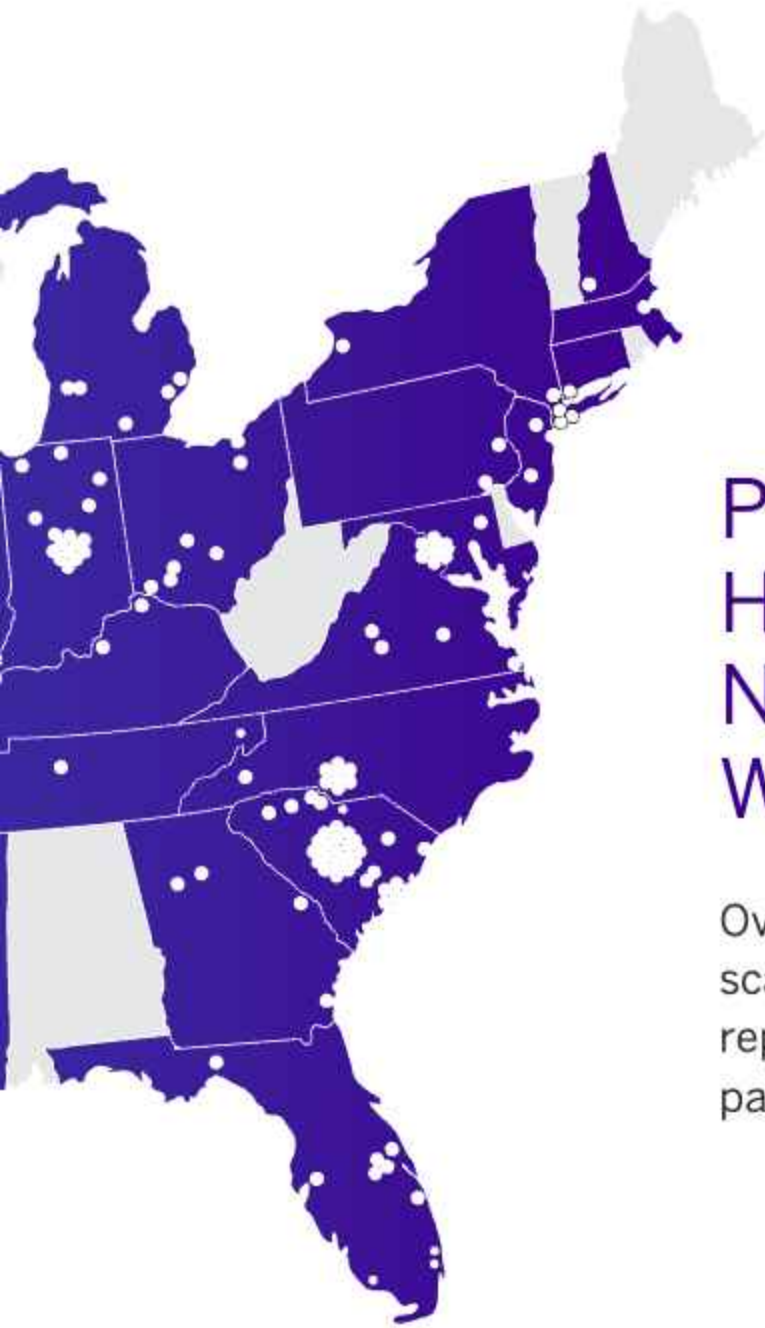
In late September 2024, Hurricane Helene devastated six U.S. states, claiming more than 230 lives and causing \$120 billion in damage. In the wake of the disaster, Prolific's partners mobilized quickly to respond:

**CityServe International** (JDA Worldwide partner) launched a \$5 million relief initiative, providing 6,000 meals daily to survivors.

**Walmart** (Chernoff Newman partner) distributed 1,000 toiletry kits and 3,000 boxes of non-perishable food to affected areas.







## Partners Headquartered Nationwide + Worldwide

Over the last seven years, we have scaled our partnerships coast to coast, representing category leading partners nationwide.



**KANAUK**



International Fellowship  
of Christians and Jews®



Fresh  
Florida.



Securitas



Hartsfield-Jackson  
Atlanta International Airport.



AC  
HOTELS  
MARRIOTT



**CHM** *Christian  
Healthcare  
Ministries*



**OX**  
DELIVERS



## Core Business Track Record

In 2024, we accelerated into new sectors and deepened our impact across those we've long served. The result: a growing portfolio of partnerships with industry leaders shaping the future of their fields. This year, our work spanned industries including:



Hospitality



Government



Healthcare



Travel



Tech



Higher Education



Agriculture



Enterprise Nonprofit



Automotive



Consumer Packaged Goods



#### CASE STUDY: IDONATE

## From Concept to Catalyst

Five years ago, we introduced the “growth firm” concept—a bold fusion of marketing, consulting, and investment expertise. Today, Prolific stands as the undisputed leader in this innovative space. As we enter 2025, we’re redefining what growth means for ambitious companies ready to make their mark.

One example includes our friends at iDonate, a B2B SaaS company headquartered in Dallas, Texas.

**We have worked with iDonate across nearly all of our practices and companies.**

## • Prolific Strategy

We started our partnership alongside iDonate CEO Ray Gary to **establish their growth strategy.**

## • Prolific Agencies

We then engaged iDonate through our agency services—**activating marketing, creative, and paid media initiatives to accelerate subscription growth.**

## • Prolific Capital

With a growth strategy in place and performance capabilities in flight, **we made a significant capital investment into iDonate with confidence it would grow meaningfully.**



# 3x ↑

iDonate's overall value  
more than tripled over  
our partnership term.

PARTNER SUCCESS

# National Impact





**Cosamin**  
MUSCLE & JOINT  
JOINT PAIN IN 60  
MINUTES  
74

**Cosamin**  
JOINT HEALTH

**nutramax**  
LABORATORIES

YOU WANT TO GRAB A SNACK GRAB A SNACK

GRAB A SNACK

GRAB A SNACK

GRAB A SNACK

**FarmRich**

WITH THE TASTE OF THE SOUTH

**SEC**

**aes**

**aes**

**ARK**  
ENCOUNTER

## National Brands

- New **Cosamin**<sup>®</sup> commercials reinforced its position as the #1 joint health supplement recommended by orthopedic specialists, amplifying **Nutramax Laboratories'** presence in the market.
- The multi-year partnership between **Farm Rich** and the **SEC Network** continued to thrive, showcasing Farm Rich as the "Official Frozen Snack of the SEC" across all conference sports.
- Marketing initiatives for Fortune 500 energy company **AES** expanded, promoting their clean energy solutions throughout the U.S.
- In its sixth year, *The Giraffes* for **Ark Encounter** unveiled Season 3, pushing creative boundaries. Simultaneously, we opened discussions with **Coca-Cola**, exploring new avenues for content and promotion innovation.



## National Exposure

Many of our partners have a national and international reach. As a result, our creative often shows up in high-profile places. Below is a sample of some of our most highly visible work for our partners:

- **Farm Rich:** Official Sponsor of the South Eastern Conference (SEC): ESPN, SEC Network+, SEC Social Content
- **Christian Healthcare Ministries:** Fox News, NBC Sports, HGTV, Food Network
- **Museum of the Bible:** Fox News, Fox5 DC, Kentucky Derby, Preakness Stakes, Indy 500, NASCAR, MLB, Hallmark Channel, Great American Family, K-Love Awards, Discovery+
- **Heartbeat International:** Hulu, YouTube TV, Google Display, and Meta





## THE MOMENT

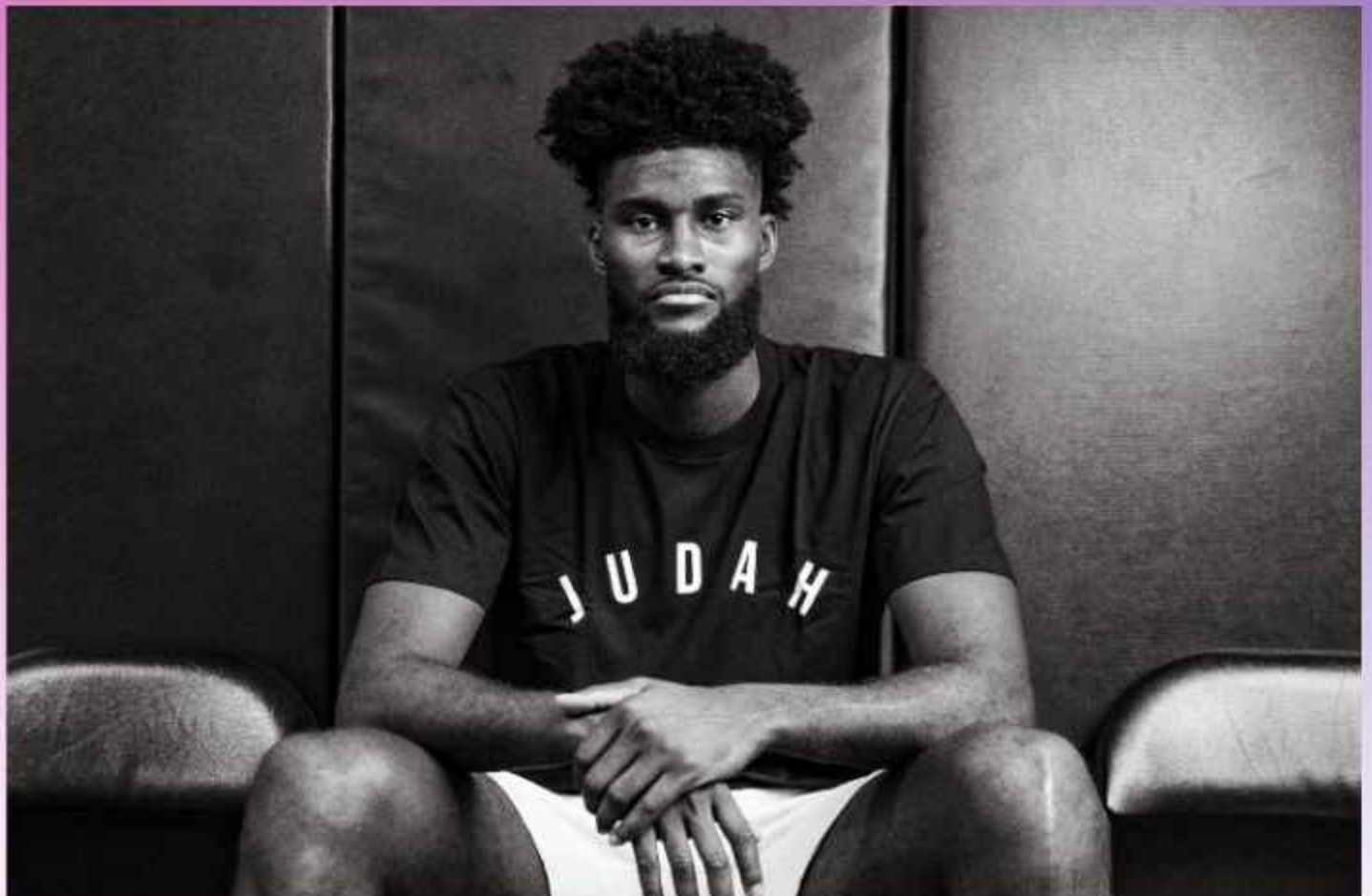
# Redefining Youth Engagement on Social Media

**The Moment** takes a bold, cinematic approach to teen decision-making—blending entertainment with real-world impact that resonates with Gen Z. Through powerful storytelling, it equips teens to navigate high-stakes moments with clarity and confidence. **The project has earned top honors, including *Best in Show* and *Platinum* recognition in the entertainment and education categories.**

Created in partnership with JDA and Prolific, *The Moment* stands out as a new benchmark in purpose-driven media. With Part 2 already in funding, the project continues to grow—shaping the next generation through the power of story.



# UNITUS



**UNITUS**

## Purpose-Driven Sports Apparel

Since partnering with Prolific, **UNITUS** has unlocked remarkable growth:

- Scaled revenue into the multi-million-dollar range
- Launched market-resonating products: Judah 1 Lows, Live Beyond, and Honor God Collections
- Rebranded as a category leader in purpose-driven athletic apparel
- Grew social media following from 0 to 100K+ in under a year

Our strategic partnership proves purpose and profit can align, elevating Unitus in the competitive athletic apparel market.





museum of the Bible



**MUSEUM OF THE BIBLE**

# Celebrating 3 Million Visitors and Counting

From July 2023 to June 2024, our partnership with **Museum of the Bible** helped attract over 1.6 million visitors from 219 countries, territories, and regions. On July 10, 2024, the museum celebrated its 3 millionth guest since opening in 2017. Our ongoing collaboration continues to position Museum of the Bible as a world-class institution, showcasing the Bible's impact through innovative exhibits and experiences.





**IMPACT100**

## Pioneering Women-Led Philanthropy Nationwide

**Impact100's** visionary founder and our valued partner, **Wendy Steele**, exemplifies what it means to *be prolific*, earning a place on **USA TODAY's 2024 Women of the Year list**. This prestigious recognition celebrates her exceptional leadership and Impact100's global community transformation efforts. Through Prolific's strategic planning, Impact100 is poised to achieve \$200 million in local impact by 2025, showcasing the power of collective giving and women's leadership in philanthropy.



2024  
**WOMEN OF  
THE YEAR**



## CLT INTERNATIONAL AIRPORT

# Reimagining the Passenger Journey

Chernoff Newman's impact on **Charlotte Douglas International Airport** has been significant:

- Boosted online parking bookings to 22% of total transactions
- Generated **\$50 million in revenue** in 3 years
- Surpassed revenue projections by \$10+ million





PARTNER SUCCESS

# Global Impact





# 185

While we're proud of our own growth and awards, we take even more pleasure in the prosperity of our partners. From automotive to enterprise-nonprofit, real-estate to food-and-beverage, no matter the industry, our partners are *prolific*.

**In 2024, our partners operated in 185 countries worldwide.**





# ~\$4,178,805,800

Our partners had an astounding amount of money raised in support of their worthy causes. **Collectively, more than \$4B was given to support our world-class nonprofit partners**, ranging from philanthropic, educational, faith-based, and advocacy efforts. Our teams' strategy and performance capabilities helped drive a meaningful share of this global revenue and impact.



**MUCKLE BRIG**



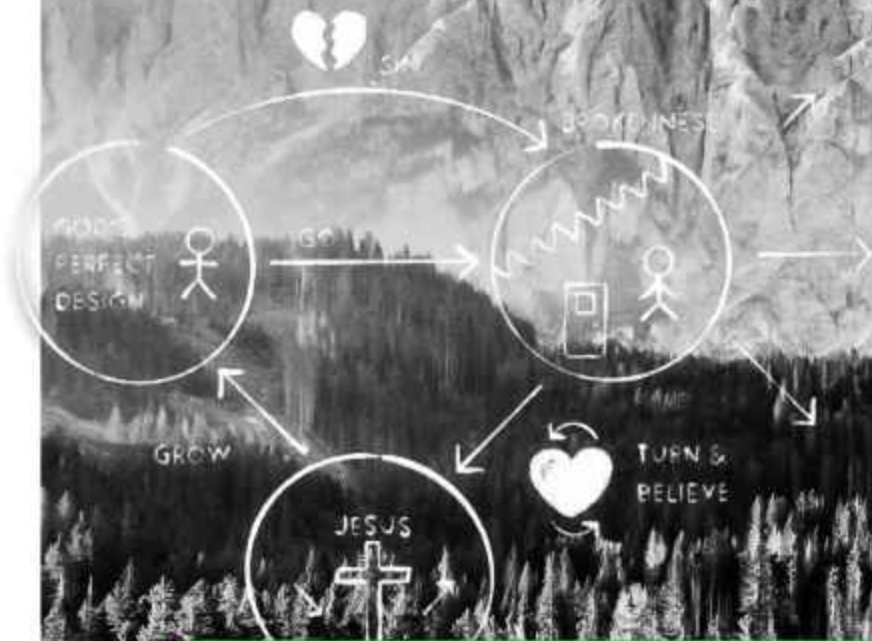
## MUCKLE BRIG

# Vertical Vision: Scotland's 40-Meter Distillery

**CBS Saturday Morning** showcased **Muckle Brig** in an 8-minute segment featuring their innovative Scotch production in Edinburgh. As investors, we're thrilled to see this Prolific-supported brand gaining prominence in the international spirits market.



Biglife /



170+

Countries being served

500,000+

People have come to faith in Christ

**BIGLIFE**

## Global Presence

**Our decade-long partnership has catapulted Biglife's reach from 13 to 170+ counties, a 13x expansion.**

This strategic collaboration continues to drive Biglife's world-changing mission, transforming communities globally.

# 5M+

People have heard the gospel

# 90

Areas engaged through Special Ops since 2020

**MD ONBOARD™**



**MD ONBOARD**

# Revolutionizing Inflight Medical Care

**MD ONBOARD**, a Northwell Health subsidiary, is revolutionizing global inflight safety with its innovative remote medical advisory services. JDA's strategic partnership has propelled MD ONBOARD onto the international stage, showcasing their cutting-edge technology at major aviation events like the MEBA Show in Dubai. By connecting with industry leaders globally and showcasing their innovative solutions, we've enabled MD ONBOARD to set new benchmarks in aviation health and safety, reinforcing their status as a global innovator



**UKRAINE  
FREEDOM  
PROJECT**

Total reach across radio, broadcast,  
print, and digital platforms:

**1.24B**

Total publicity value secured:

**\$11.15M**

**UKRAINE FREEDOM PROJECT**

# Championing Religious Liberty Across Borders

JDA Worldwide elevated the **Ukraine Freedom Project's** mission, advancing Ukraine's independence and the cause of global religious freedom. Through frontline aid efforts and strategic policy education, **we helped secure over 75 endorsements from subject matter experts and members of Congress for the Ukraine Aid Package.** This initiative amplified the project's influence and advanced Ukraine's fight for freedom on the global stage.

**BUSINESS  
INSIDER****CBN  
NEWS***The Washington Post***Newsweek****SiriusXM**

THE CHRISTIAN POST



**DEEP SEA VISION**

# Unraveling History's Greatest Aviation Mystery

Chernoff Newman expertly secured widespread coverage to ensure the story captured global attention, reigniting interest in one of aviation's greatest mysteries.

**19.5 B**

Potential global reach

**6,846**

Media placements





**\$500M**  
Annual bilateral trade



## SOUTH CAROLINA-IRELAND TRADE COMMISSION

# Pioneering \$500 Million Annual Bilateral Trade

Chernoff Newman crafted landmark legislation establishing the **South Carolina-Ireland Trade Commission**, a first-of-its-kind initiative for the state. This groundbreaking effort aims to facilitate over **\$500 million** in annual bilateral trade, fostering economic growth and cultural exchange between South Carolina and Ireland. By architecting this historic partnership, Chernoff Newman has positioned South Carolina as a leader in transatlantic trade relations, opening new business opportunities in both regions.



# Prolific Growth





“ Prolific’s unique blend of values and business acumen transforms partner relationships and drives unprecedented growth. I’m honored to join this mission of building a more abundant and generous world. ”



## Mike Lynch Joins Prolific as President + COO

Mike Lynch, former SpaceX executive, brings expertise in scaling global companies across aerospace, biotech, and government sectors. His leadership will accelerate innovation, elevate client partnerships, and cement Prolific's status as the world's premier growth firm.



# Advisory Board

Prolific's advisory board has been instrumental in guiding our team to deliver exceptional service to partners while fueling and sustaining our rapid growth trajectory.



**Shaun Hawkins:** Managing Partner at Pier 70 Ventures with over 20 years of experience in healthcare and life sciences investments, previously serving as Vice President of New Ventures and Private Equity at Eli Lilly and Company.



**Lisa Nelson:** CEO of the American Legislative Exchange Council, a nonprofit think tank dedicated to limited government and free markets, with extensive experience in government relations and public affairs.



**Rich Calacci:** Chief Revenue Officer at Overtime, a sports media company for the next generation of fans, with extensive experience in sports, television, and online media sales leadership roles at companies like Pluto TV, Bleacher Report, and CBS Interactive.



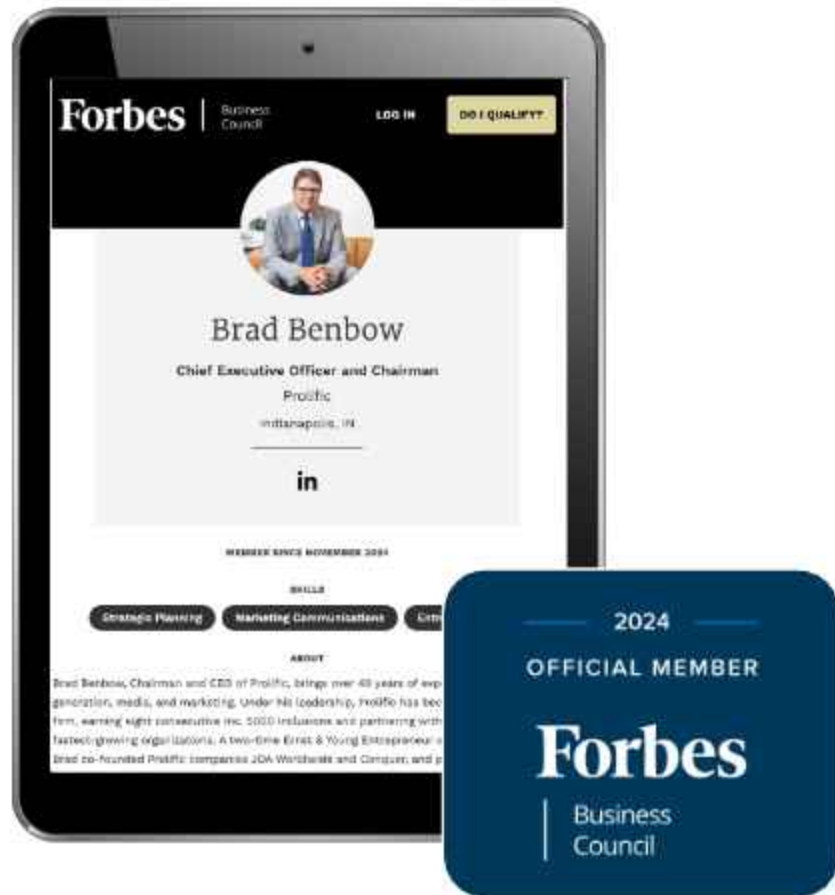
**Greg Gudorf:** CEO of The Gudorf Group, Inc., a consulting firm that provides strategic planning and business development, drawing from his leadership experience at companies like PureFlix, Sony Electronics, and Technicolor.



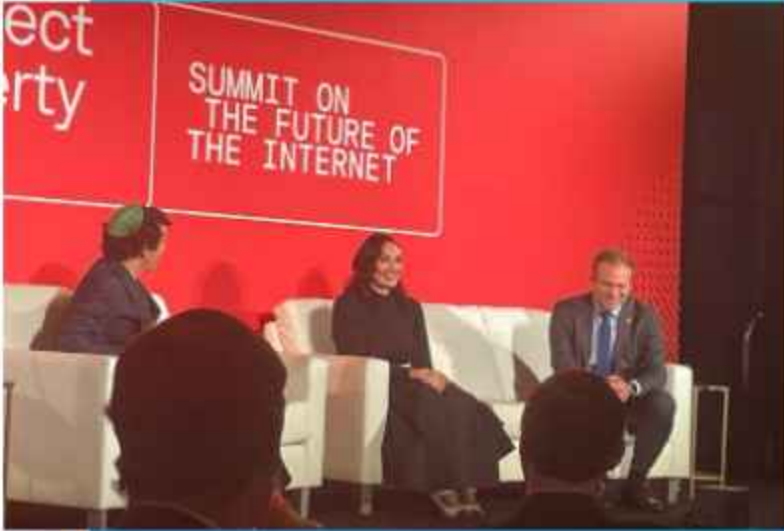
**Hugh Weathers:** South Carolina's Commissioner of Agriculture since 2004, a fourth-generation farmer who has led initiatives to promote local agriculture and grow the state's agribusiness economic impact to \$51.8 billion annually.

# Thought Leadership

Our people embody what it means to be *prolific*.



Brad Benbow shares cutting-edge business insights as a regular **Forbes** contributor.



Johnnie Moore's global thought leadership includes speaking at the ***Summit on the Future of the Internet*** and addressing religious diplomacy at the ***University of Haifa's Religious Studies Symposium in Israel***.



Abundance Conference Room | Indianapolis HQ



New Conquer Office | Atlanta, GA

# Office Growth

Prolific boasts 10 offices across the nation.





**FMC**

**Nasdaq**

COMCAST  
NBCUNIVERSAL  
SPORTS TECH

Boston  
Scientific

*Bally*  
SPORTS



## Rally Event

Prolific transformed St. Elmo's iconic 1933 Lounge into a high-impact networking hub for Rally: The Global Cross-Sector Innovation Conference—bringing together leaders from 25 states across industries including sports, tech, healthcare, agriculture, and the Fortune 500.

The logo for Stathletes, featuring the word "STATHLETES" in a bold, white, sans-serif font.The logo for NASCAR, featuring the word "NASCAR" in a bold, white, sans-serif font with a stylized checkered flag pattern to the left.The logo for NASA, featuring the word "NASA" in a bold, white, sans-serif font.The logo for 3M, featuring the letters "3M" in a bold, white, sans-serif font.




# ai discovery day

**Prolific.**

*Curiosity is visionary.*

DATE  
**10.3.24**

LOCATION  
High Alpha  
830 Mass Ave

 High Alpha



## AI DISCOVERY DAY

# Curiosity is *Visionary*

At Prolific, we're proactively embracing the AI revolution. Our team immersed itself in cutting-edge insights from industry luminaries Shelly Palmer and R.J. Talyor, gaining the knowledge needed to harness AI's transformative potential.

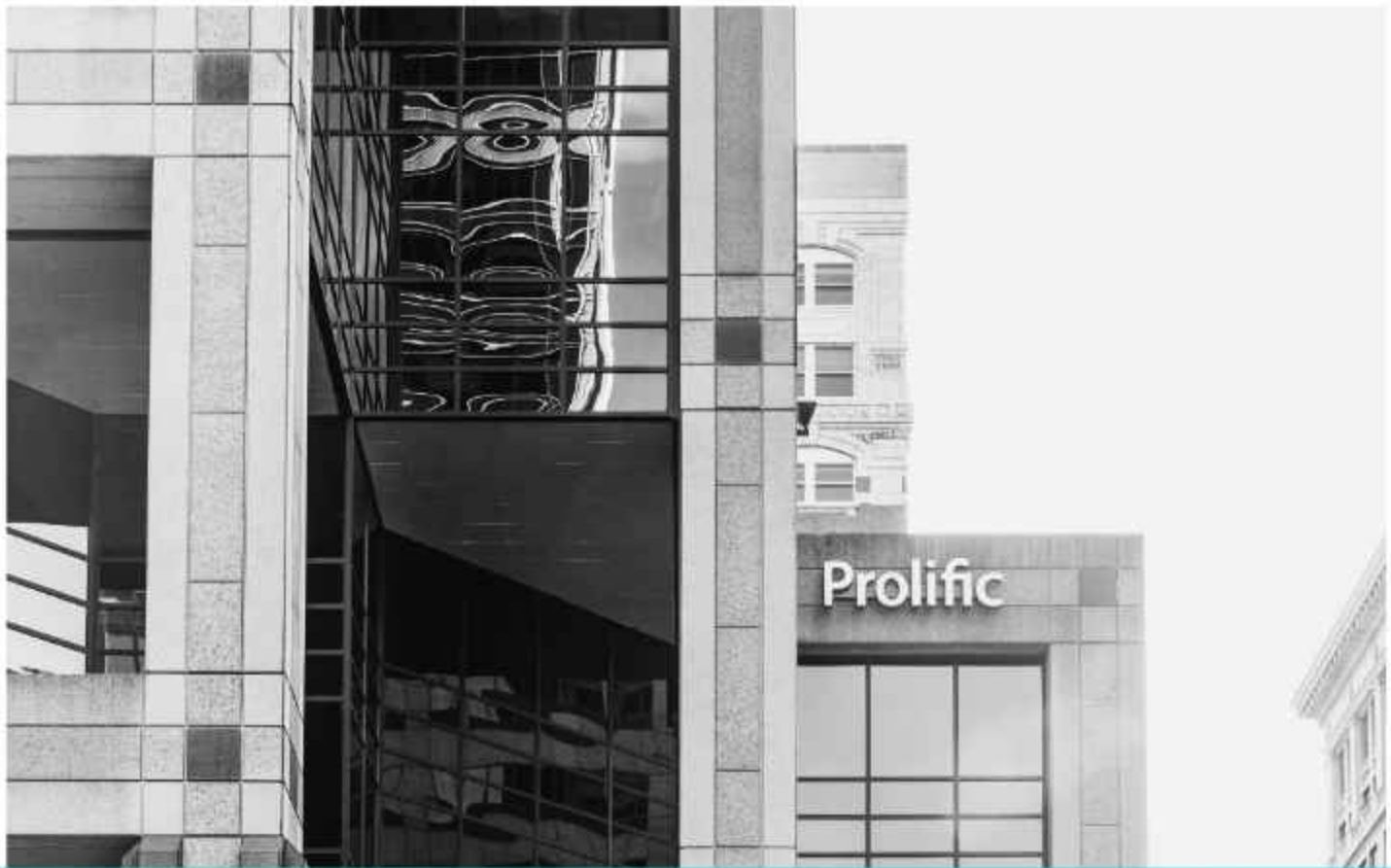
By staying ahead of AI developments, we're preparing our firm for the future—and helping our clients lead the way in innovative growth. Our commitment to understanding and responsibly applying AI ensures Prolific remains the go-to growth partner in an increasingly AI-driven world.





# Awards





2017



2018



2019



2020



## 8 Years of Sustained Growth

Prolific stands unrivaled as **Indiana's sole company consistently honored on this prestigious list since 2017**, showcasing our relentless innovation and market leadership.



2021



2022



2023



2024



## Visionary Leadership

**Brad Benbow, our Chairman & CEO, was again named a finalist for EY's Entrepreneur of the Year Award**—his second nod in four years. This repeated recognition underscores Benbow's pivotal role in driving Prolific's sustained growth and innovation.



*2021 Finalist*



*2024 Finalist*



## A Prolific Culture

At Prolific, we care about our people as much as we do our *partners*. **That's why being named one of Indiana's Best Places to Work for the fourth consecutive year in 2024 was especially meaningful to us.**









Prolific *jda* CQR 