



HOFFMAN
YORK

The Shorty Impact Awards
Vision Forward | Be Seen Campaign
August 6, 2026

HOFFMAN YORK BUILDING

Be Seen.



Be
Seen.



↓ **premium video** as part of the omnichannel launch integrated rollout across digital, events, and media PR.

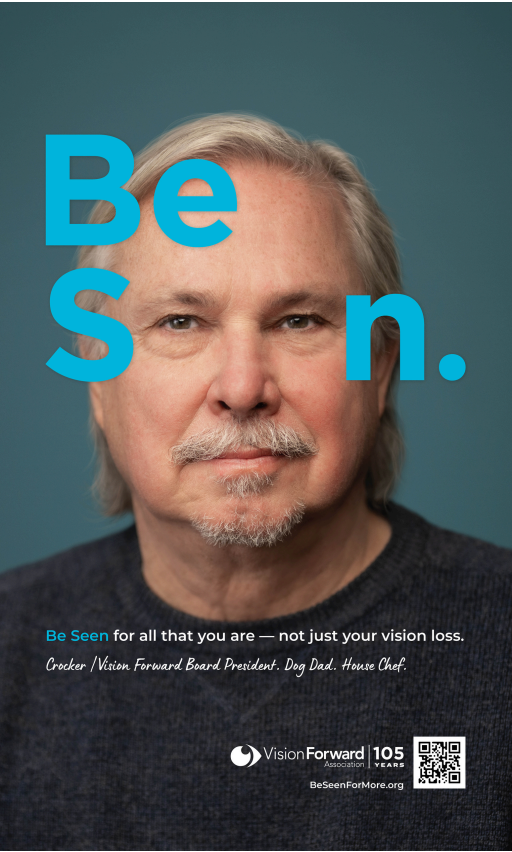


!! see the launch video



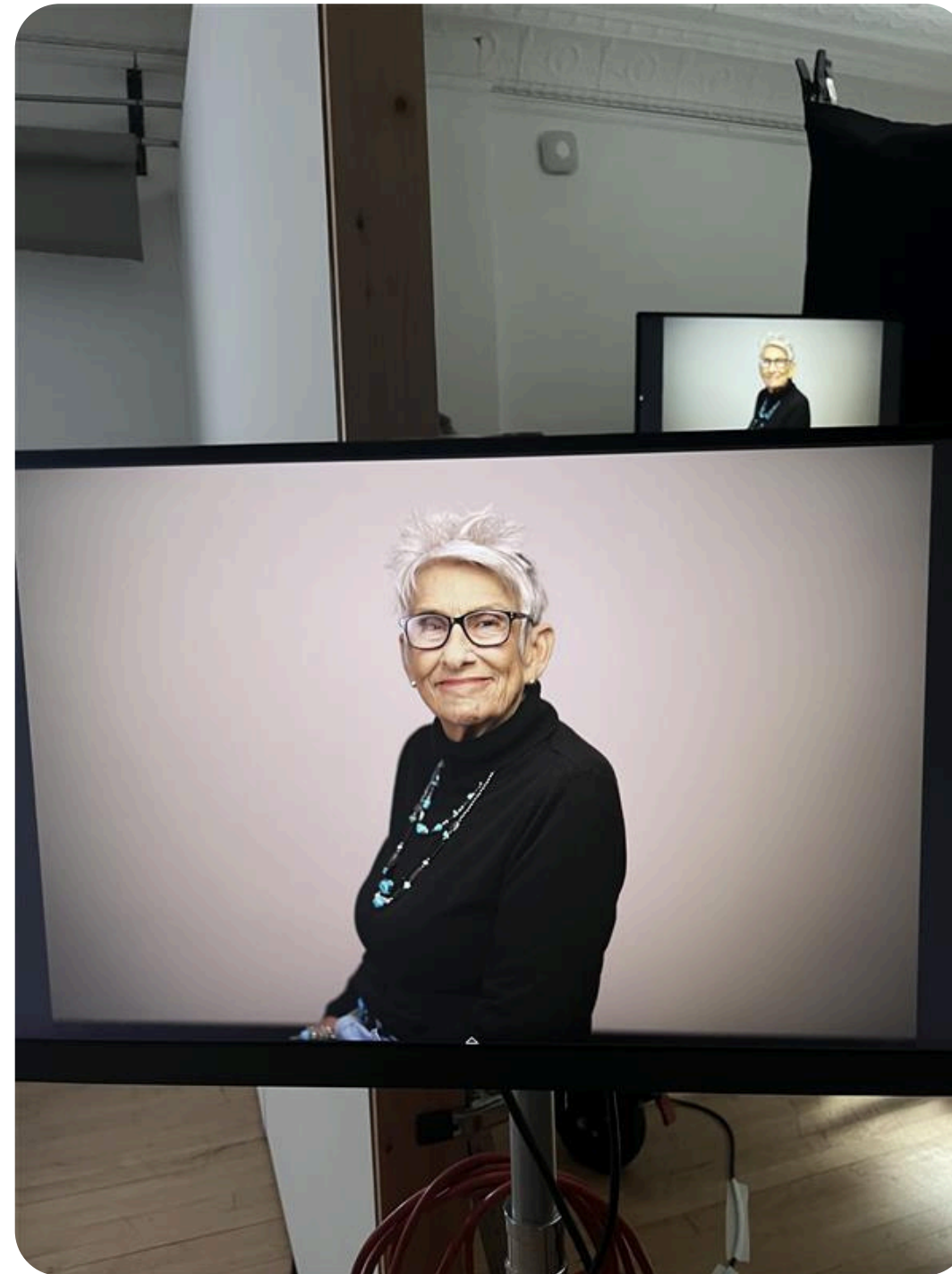
Environmental Posters

↓ high-impact out-of-home disruptive poster placements in Milwaukee’s Third Ward and digital media OOH used accessible QR codes to drive views and donations.



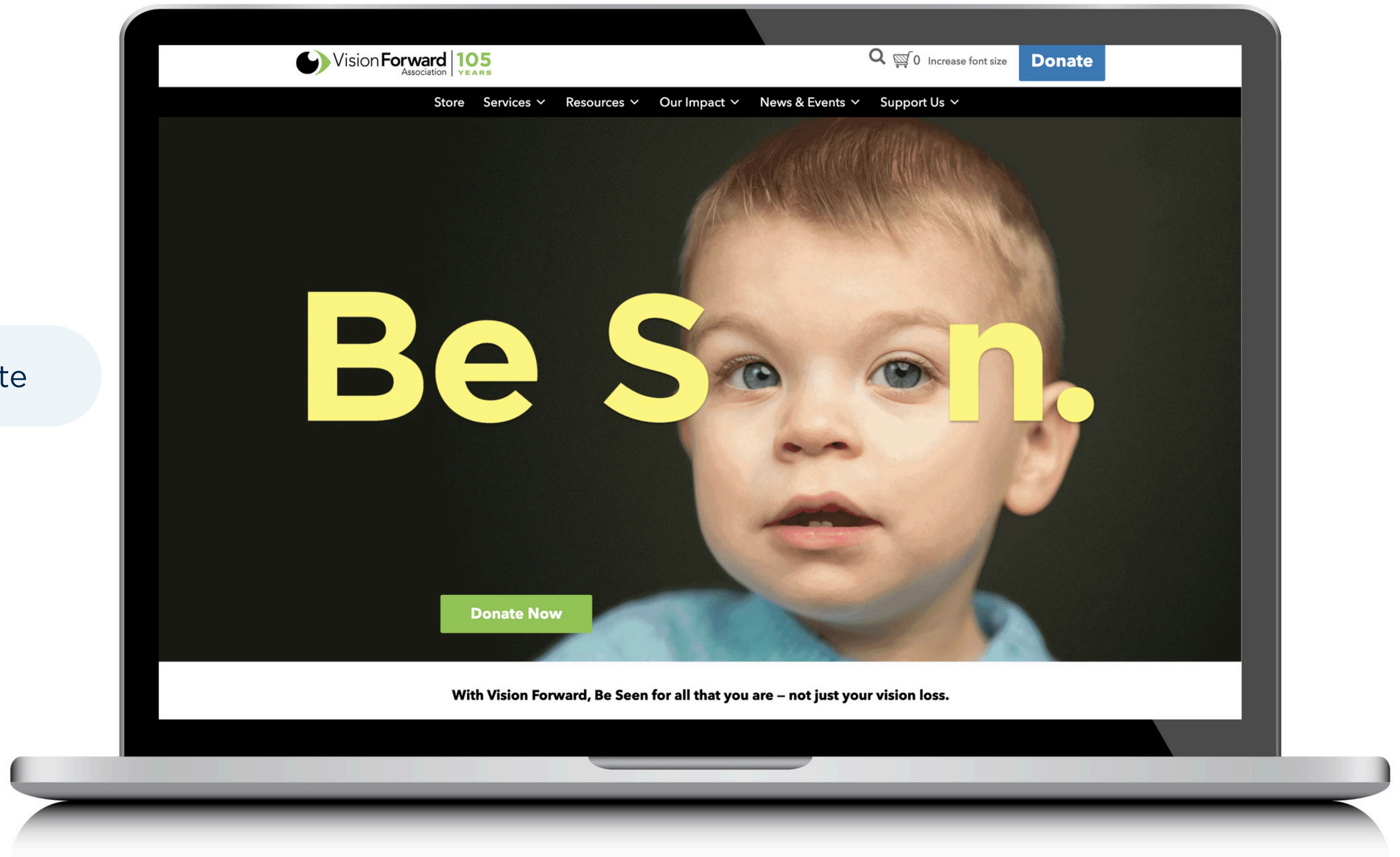
Video + Photography

↓ **smart planning** turned a lean production into a full content package. Despite budget constraints and the challenges of interviewing participants who are blind or visually impaired, we created meaningful, accessible storytelling with care and respect.





!! visit our website



Be Seen.

BeSeenForMore.org



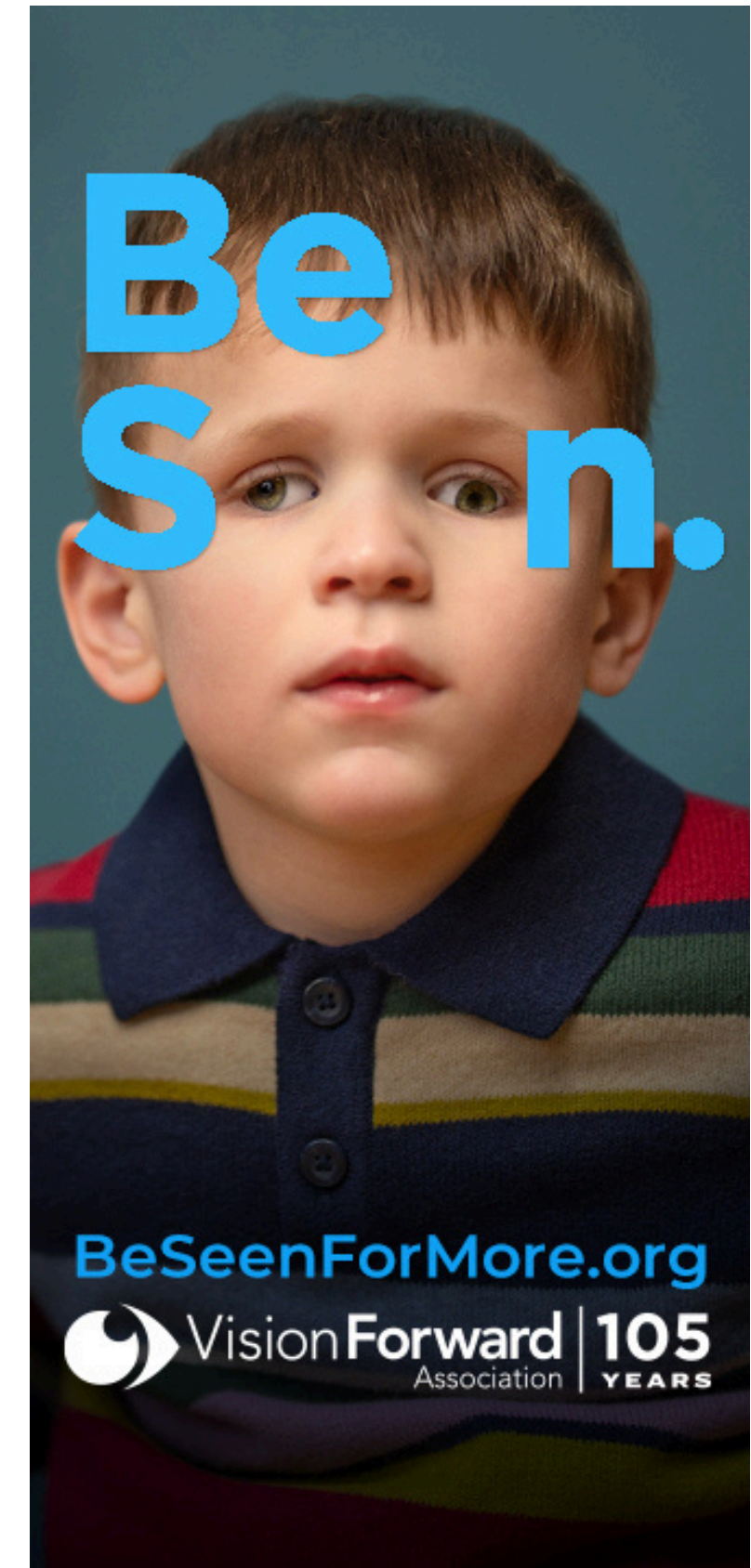
Vision Forward | 105
Association YEARS



Out-of-Home



Out-of-Home



Print Ads

vides economic benefits
ts. It creates jobs and
pment through an ap-
n. Since its founding in
on has employed more
ople, ages 14-21, and
rtists and creatives in art
the city. "Our apprentices
by professional artists on
dney Fine, senior direc-
works. "So beyond being
e are also in many ways, a
sitive youth development

e most meaningful ef-
that it creates what urban
ardon calls "community
s that make people feel
community ties, and give
embership and belonging in

r at Vancouver-based
design consultancy Happy
en how public art serves
a, we look to public art
a challenge that a city is
y, a transportation issue
e doing so in a way that
ngful for a broader cross
e explains.

s, public art depicting
ies carries on an artistic
med almost a century
s Progress Administration,
era New Deal agency,
sual arts. Through a pro-
ral Art Project, the Works
ion employed more than
reated a significant body
ng thousands of murals,
943.

in its early stages, will
porators together again to
similar vision in a central

ers accountable and
problems, such as street
like Mural Arts Philadel-
reate clear value for their
n their work. The same
ther public art organiza-
ay Area Mural Program
; the Portland Street Art
Oregon; and the Chicago
hicago, Illinois. The work
use of communal own-
engthens neighborhood
to see themselves rep-
of their cities. The mes-
Public art is good for us

s vibrant and thriving has
t" Golden says.

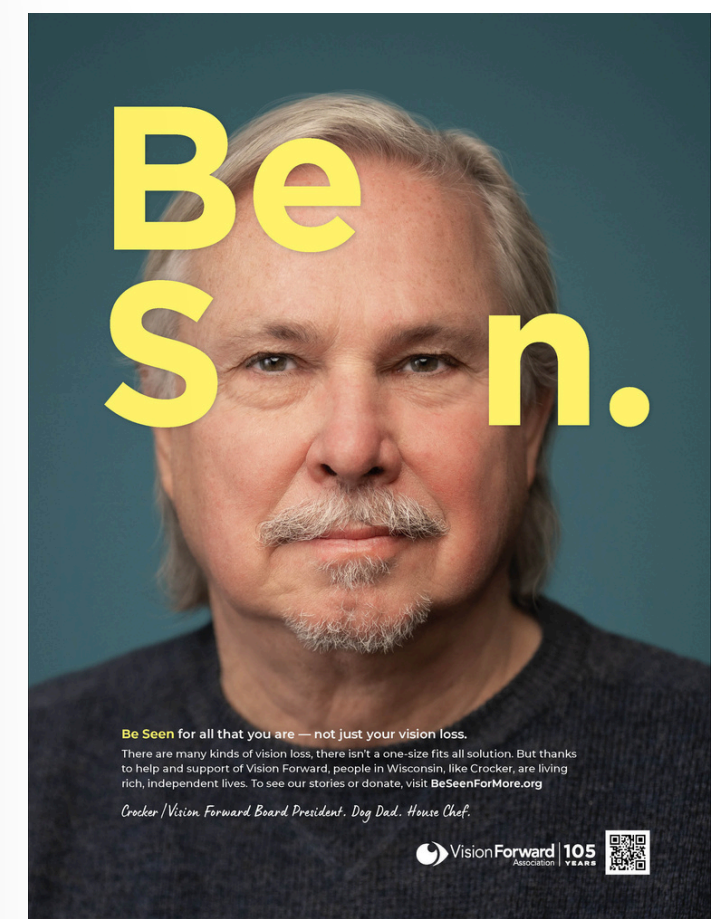
Be
Seen.

Be Seen for all that you are — not just your vision loss.
There are many kinds of vision loss, there isn't a one-size-fits-all solution. But thanks to the help and support of Vision Forward, people in Wisconsin, like Stephanie, are living rich, independent lives. To see our stories or donate, visit BeSeenForMore.org

Stephanie / Cheesecake Baker. Horse Rider. Landscape Gardener.



↓ print ads in Milwaukee Magazine (left/below)
show advocates living rich, independent lives.

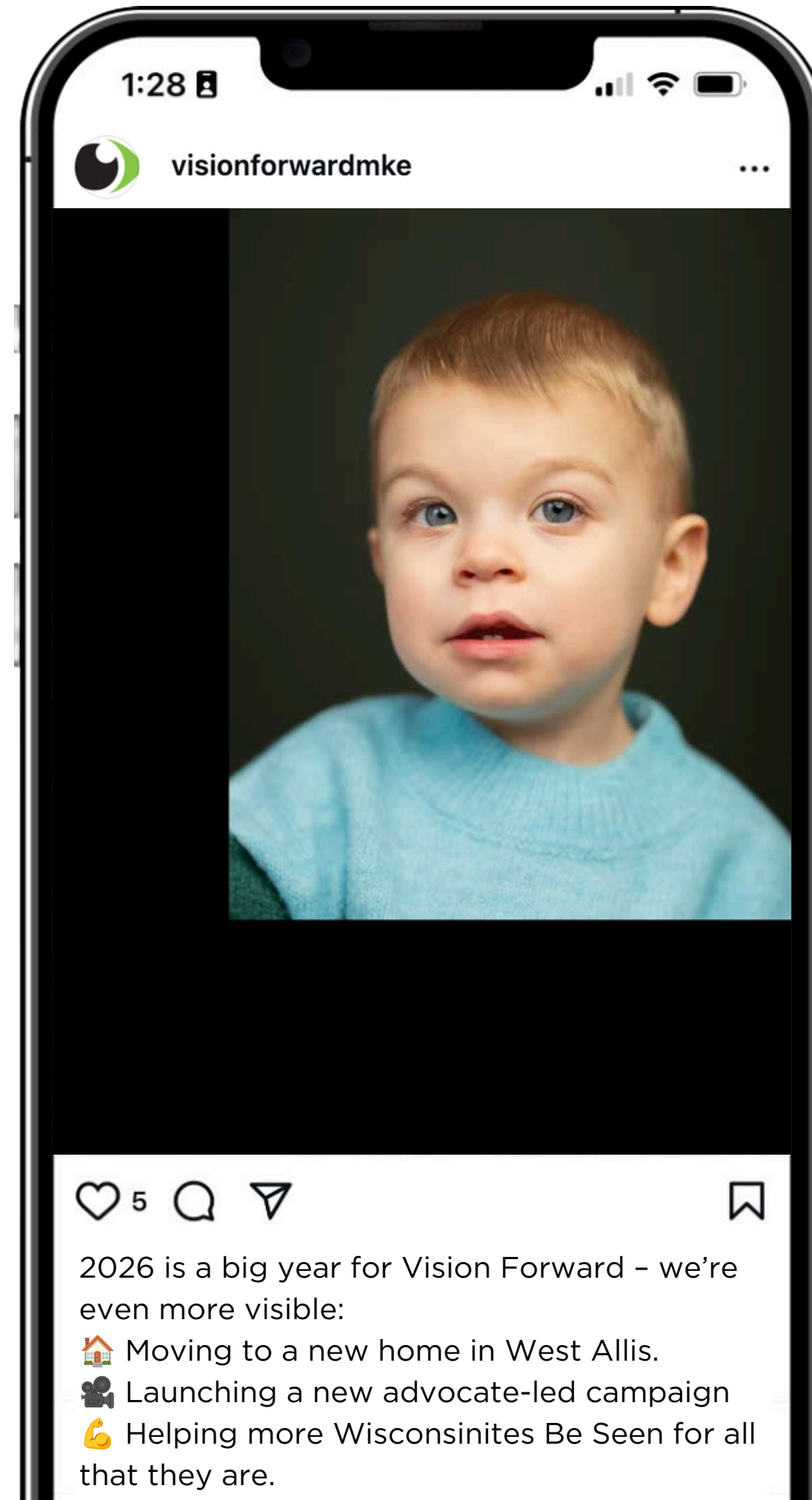




↓ new Vision Forward office grand opening
big, bold advocate banners reveal the campaign.



Social



!! see the social post

Social

ongoing social media continues to →
share engaging advocate stories.



!! see the social post



!! see the social post



Best n.



PR Coverage



!! TMJ 4 What's Brewing



!! CBS 58 Natalie's everyday heroes

