



AGENCY OVERVIEW

Philanthropic Organizations

2026



Relationships First.
Solutions Always.



You have a story. We're here to tell it.

VVK PR + Creative is an independent, integrated communications agency with Detroit roots and national reach. We help mission-driven organizations clarify who they are, strengthen their voice and build credibility through smart strategy and creative designed to inspire action.





Services Overview

We specialize in industries where communication is complex and trust is essential – working across sectors that include philanthropy, non-profits, healthcare, infrastructure, automotive, higher education, hospitality, real estate and more. Our team shapes the story, develops the strategy and implements it across channels, platforms and experiences so our clients show up in the right places, connect with the right audiences and build momentum for impact and change.

This work is shaped by the communities we're part of – and the ones we serve. As a Detroit-based agency grounded in inclusive leadership and diverse perspectives, we design work that expands opportunity, elevates voices and deepens connection. We've been recognized as one of the "Michigan 50 Companies to Watch," a "Diversity Focused Company" by Corp! Magazine and a "Best of MichBusiness" honoree in the Marketing & PR Prophets category.

Our Integrated Communications Services

- **Media Relations**
- **Organizational & Executive Positioning**
- **Public Relations**
- **Issues & Crisis Management**
- **Digital & Social Media**
- **Public Affairs**
- **Event Support**
- **Stakeholder & Community Engagement**
- **Video Production**
- **Graphic Design**



Expertise for a High-Stakes Philanthropic Era

Few environments are as complex or as consequential as the philanthropy sector. Today's reality is intensified by a heightened demand for transparency, the need to demonstrate measurable systemic change and the challenge of aligning corporate or foundational values with the urgent needs of a crowded social landscape.

VVK PR + Creative partners with foundations, corporate philanthropists and family offices. **We help funders and community investors clarify their impact narrative, strengthen their institutional voice and build the credibility required to lead multi-stakeholder initiatives.** Through smart strategy and creative storytelling, we ensure your giving is recognized as a catalyst for systemic change.

Strategic communication is more than awareness; it is about protecting a legacy, demonstrating ROI on social investment and creating the clarity needed to convene partners and solve society's most critical challenges.



Elevating Philanthropies + Funders

We position foundations and corporate funders as strategic catalysts for change and their leaders as the architects of long-term community prosperity.

How We Help:

- **Define Your Impact:** Articulate a clear vision for your giving that aligns institutional values with measurable community outcomes
- **Protect Your Legacy:** Fortify reputation and institutional trust through transparent, high-integrity communication of your philanthropic efforts
- **Convene & Influence:** Elevate leadership as thought partners who bring together public and private stakeholders to solve systemic challenges

You don't just provide funding; you provide the vision and capital that move society forward. We ensure your foundation is recognized as the essential leader in driving meaningful, systemic change.



Our Approach

Reputation + Influence

Strategic Focus: Transforming philanthropic commitments into a visible, integrated component of institutional identity and community trust

Core Narrative: Aligning organizational values with social needs to move beyond transactional grantmaking, establishing funders as essential community partners

Key PR Outcome: Enhanced institutional reputation that builds stakeholder trust, attracts high-level talent, and strengthens cross-sector relations

Market Alignment + Stewardship

Strategic Focus: Transforming large-scale financial commitments into measurable, systemic community impact

Core Narrative: Shifting the perception of "giving" from passive charity to active investment in the essential infrastructure of community-building

Key PR Outcome: Strengthening institutional legacy and brand authority to drive multi-stakeholder partnerships and long-term trust

Capital to Catalyst

Strategic Focus: Elevating funders to become the primary thought partners and leaders looked to for perspective and direction within the sector

Core Narrative: Evolving the funder's voice from a "source of capital" to a "source of solutions," positioning leadership at the center of regional and national policy conversations

Key PR Outcome: Establishing earned authority on high-profile stages, moving the brand from a donor to a primary architect of social prosperity



Key Areas of Partnership + Sample Client History

Public, Private + Family Foundations

- Alternative Foundation
- Gilbert Family Foundation
- Ralph C. Wilson, Jr. Foundation
- The Children's Foundation
- The Teagle Foundation

Corporate Social Responsibility (CSR) + Corporate Foundations

- Health Alliance Plan
- The Forbes Company
- Rocket Community Fund
- Strategic Staffing Solutions

Lending Institutions

- Invest Detroit
- LISC Detroit
- Michigan Saves





Case Example: Our Approach



Turning a \$500M Commitment into a Clear, Connected Story of Progress



The Challenge

The Gilbert Family Foundation (GFF) along with the Rocket Community Fund (RCF), operates with a dual mission: building opportunity for Detroiters and accelerating a cure for neurofibromatosis. As GFF's \$500 million commitment to Detroit reached its midpoint this spring, the organization faced a defining moment: an opportunity to demonstrate progress, reinforce trust and re-engage key audiences around what comes next.

GFF and RCF initially engaged VVK to develop a clear, cohesive messaging platform—one that would reflect their work, resonate with Detroit residents and align key stakeholders. As the midpoint milestone approach, we saw an opportunity to move beyond one-off stories and tell a more connected, higher-level narrative about impact and the “why” behind the work. GFF and RCF needed to translate their messaging into a bigger, more cohesive story of progress and purpose that resonates across community, partners, policymakers and media.



Turning a \$500M Commitment into a Clear, Connected Story of Progress

ROCKET
Community Fund

GILBERT
FAMILY
FOUNDATION



The Strategy

Our approach evolved alongside the partnership—building a messaging foundation, establishing a steady cadence of visibility and elevating the strategy to meet the midpoint moment. Key elements included:

- **Messaging Foundation:** At the onset of our work, we led a listening-first process to develop a clear, cohesive messaging platform grounded in community perspectives and operational realities. This included core messaging themes, audience-specific frameworks and identification of key perception opportunities—creating alignment internally and consistency externally.
- **Ongoing Visibility & Engagement:** With that foundation in place, VVK supported ongoing media relations and communications, creating a consistent cadence of visibility, primarily in Detroit-based outlets around initiatives, programs and milestones.
- **Midpoint Elevation:** As the \$500M commitment reached its midpoint, VVK elevated our media strategy from consistent visibility to more intentional, high-impact media engagement and storytelling—leveraging strong relationships to position GFF and RCF's leaders for deeper conversations that resulted in more substantive, higher-quality stories.



Shifting the Narrative

From Individual Updates to Unified Progress



The Impact

GFF and RCF approached the midpoint of their \$500M commitment with clarity, credibility and momentum – VVK’s strategy and partnership helped translate years of foundational work into a more visible, higher-impact moment.

With narrative clarity, media relationships and leadership alignment in place, we are focused now on helping to position GFF and RCF leaders to expand their voice within and beyond Detroit by connecting them to national conversations around place-based investment, community impact and what it takes to sustain both over time.

A cohesive, evolved narrative that connects long-term investment to impact, equipping leadership and partners to communicate progress with confidence

200+ high-quality, in-depth media placements, most recently driven by strategic editorial briefings—including feature-level stories with Crain’s Detroit Business and WXYZ-TV Channel 7 Detroit, exploring both the milestone and broader context, progress and implications of the work

Strengthened relationships with key reporters and outlets, creating a foundation for continued engagement and future story development

VVK’s work continues to **position GFF and RCF as more than check-writers and funders, but as active, accountable partners in Detroit’s future** - demonstrating both commitment and progress over time. It also established a platform for what comes next.



Our Leadership

Our team of PR strategists, video producers and storytellers create strategies and experiences that resonate with audiences, drive differentiation and fuel growth.



Peter
Van Dyke
CEO



Laura
L'Esperance
Executive Vice President,
Public Relations



Ned
Ward
Senior Vice President,
Public Relations



Ashleigh
Chatel
Vice President,
Client Services



John
Heiple
Vice President,
Creative Production



Contact us



hello@vvkagency.com



(313) 636-2851



vvkagency.com