

# Impact Report

2024



# Introduction

In 2024, Sagent proudly celebrated 20 years of purpose-driven work—a milestone that reflects our unwavering commitment to building healthier, safer, and more sustainable communities. This anniversary is a testament to our mission of using strategic marketing as a force for positive change.

Over the past year, we've deepened our expertise and expanded our team, welcoming new talent to meet the growing demand for impactful campaigns. This growth has enhanced our ability to deliver results-driven solutions for public agencies while also paving the way for Sagent to extend our reach into the business sector.

As a Certified B Corporation, Sagent upholds the highest standards of social and environmental responsibility, accountability, and transparency. Together with our clients, we've tackled challenges and delivered initiatives that promote public health, bolster environmental resilience, and inspire action. The outcomes speak to the power of collaboration and shared purpose.

**Here's a closer look at our shared accomplishments with our featured clients' campaigns in 2024—a year defined by progress, partnership, and impact.**



## CAL FIRE

[Ready, Set, Go!](#) California's wildfire risks have evolved into a year-round threat, driven by rising temperatures, extended droughts, and wildfire expansion into urban areas. With over 11 million residents living in high-risk Wildland-Urban Interface (WUI) areas, the urgency to act has never been greater.

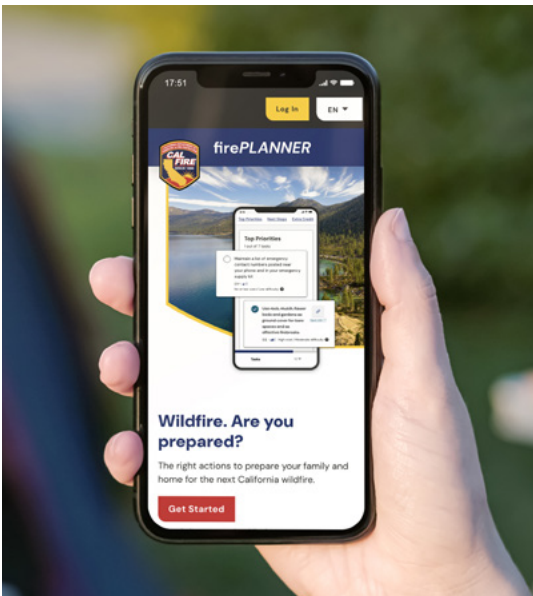
In response, CAL FIRE launched a multi-year, statewide campaign to safeguard lives, property, and natural resources. Partnering with CAL FIRE on all their public education and outreach since 2007, Sagent continued evolving our public education campaign designed to empower Californians with the knowledge and motivation to prepare for wildfires before they occur.

In 2024, the campaign continued to deliver impactful results, emphasizing practical steps for wildfire preparedness, such as creating defensible space and promoting forest health. These efforts led to significant progress, with **94% of residents** reporting they removed dead trees and vegetation, up from 89% in 2021. Awareness of CAL FIRE's wildfire preparedness website also increased, reaching **44% of residents**, compared to 31% in 2021.

Through a mix of traditional and digital media, strategic partnerships, and inclusive outreach to California's diverse communities, the campaign achieved widespread impact. By the end of 2024, **63% of residents** recalled seeing wildfire prevention messages, and **79-82%** had adopted proactive fire prevention measures—marking a notable increase in preparedness.



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## Clean California

Clean California is revitalizing landscapes across the state by inspiring collective action to reduce litter and enhance public spaces. Guided by a mission to nurture environmental pride and shared responsibility, the initiative engaged over **64,800 volunteers** since 2021, contributing **156,479 hours of service**—an equivalent value of **\$6 million**. In 2024 alone, the campaign activated more than **470 communities**, empowering local efforts to reclaim parks, roadways, and neighborhoods.

The “Just One Piece” message resonated deeply, reminding Californians that even a single piece of litter can disrupt the beauty of shared spaces. Through a comprehensive approach featuring paid and earned media, multilingual outreach, engaging community events, and extensive volunteer mobilization, the campaign delivered over **2 billion paid media impressions** by mid-2024. Efforts were amplified through partnerships with organizations like Keep America Beautiful and Keep California Beautiful, bolstering statewide participation in cleanup activities.

Since the campaign’s inception, **2.9 million cubic yards of litter** have been removed—enough to fill more than 890 Olympic-sized swimming pools! This movement has driven a cultural shift, fostering pride and personal responsibility for California’s environment. By connecting with diverse audiences and inspiring tangible action, Clean California continues to transform the vision of a pristine state into reality.



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Caltrans tackled stormwater pollution with the “Let’s Change This to That” campaign, illustrating the direct path litter takes from highways to waterways through stormwater runoff. This three-year initiative emphasized how small behavior changes can significantly protect California’s rivers, lakes, and oceans.

The campaign’s creative approach featured compelling side-by-side visuals of polluted and pristine landscapes, making the environmental stakes clear. Supported by a comprehensive strategy, including paid and earned media, social content, and over 40 community cleanup events, the campaign reached **1.05 billion media impressions** while achieving **82% added media value**. Social media efforts alone delivered **695,000 impressions** and fostered **10,000 engagements**, reinforcing the message across digital platforms.

Public engagement saw measurable results: awareness of the connection between highway litter and water pollution increased to **98%**, while the percentage of respondents who reported never littering grew from **39% to 58%**. Through partnerships with organizations like Heal the Bay and the American River Parkway Foundation, the campaign collected **122,300 pounds of litter** statewide, contributing to cleaner waterways and a healthier environment.

By combining powerful imagery with actionable messages and engaging community events, the “Let’s Change This to That” campaign inspired a cultural shift in understanding and preventing litter pathways, laying the groundwork for a cleaner, healthier California.

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## Pacific Library Partnership

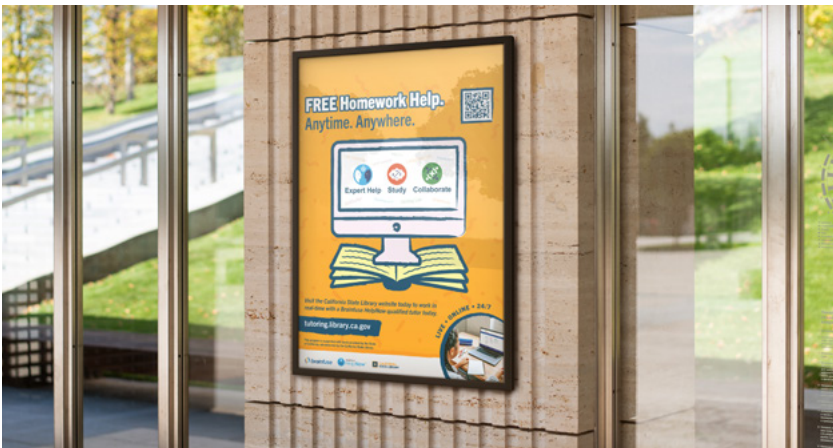
The California State Library and [Pacific Library Partnership](#) tackled the challenge of providing free, accessible academic support to K-12 students statewide through the HelpNow program. Offering 24/7 live tutoring in multiple subjects and languages, HelpNow is a lifeline for underserved communities but lacked widespread awareness.

To address this, the campaign targeted parents and students in vulnerable areas, overcoming barriers like language and limited digital access. A multilingual approach, **partnerships with over 140 community organizations**, and extensive paid media outreach ensured the campaign reached those most in need.

With materials in English, Spanish, Chinese, Vietnamese, and Tagalog, the campaign delivered culturally relevant content. **HelpNow usage increased by 31%**, including a **60% rise among English- and Spanish-speakers** and a **40% boost among Mandarin-speakers**. These efforts successfully connected thousands of families with essential academic resources, fostering educational success for students statewide.



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For too long, tutoring and homework help has been out of reach for many students and families in California. This divide between those who can get ahead and those who can only dream of it often results in an unequal educational foundation for students.

In pursuit of student empowerment and equal opportunity, your local library is now offering HelpNow online tutoring and homework assistance to California students for **FREE!**

### About the Program

HelpNow provides **FREE** online tutoring and homework help for all students in grades K-12 through California's local public libraries while offering qualified tutors and adhering to state curriculum and educational standards.

### Designed for Your Student

You don't need a budget. You don't even need to have a library card. The user-friendly platform is easy to access and navigate – anyone with an internet connected device can access HelpNow. Tutors are available 24/7 to assist students in real-time, ensuring an interactive and engaging environment for learning.

Tutoring support is available in **multiple languages** ensuring a personalized learning experience for all California students. Languages served are:

- English
- Spanish
- Mandarin
- Cantonese
- Vietnamese
- Tagalog

*Nothing should get in the way of a quality education for yourself or your child.*

Access the homework help you deserve through your local library's website or visit <https://tutoring.library.ca.gov> and broaden your horizons now!

This program is supported with funds provided by the State of California, administered by the California State Library.





## Roseville Electric

Through the Get Current campaign, Roseville Electric sparked interest in the benefits of electric living, demonstrating how home electrification and electric vehicles can drive a sustainable future. Featuring a creative approach with cavepeople discovering modern electric appliances, the campaign dispelled myths, engaged a diverse audience, and reinforced Roseville Electric’s role as a forward-thinking utility.

The campaign’s multi-channel strategy effectively engaged the target audience, generating **8.9 million impressions** across all channels—exceeding projections by 1.1 million. Search ads achieved a strong **41% click-through rate** and a **3% conversion rate**, demonstrating meaningful interaction with the messaging. The custom landing page, [GetCurrentRoseville.com](http://GetCurrentRoseville.com), optimized for mobile users, **attracted over 37,000 clicks**, with mobile traffic comprising over 90% of visits. Most importantly, **the campaign drove 189 conversions**, reflecting a measurable step toward public participation in sustainability initiatives. While these outputs indicate promising engagement, they lay the groundwork for achieving broader, long-term outcomes in fostering sustainable behaviors.



The Get Current campaign received a total of 8.9 million impressions across all channels—exceeding projections by over 1.1 million.

**Get Current**  
*The Future is Electric*  
[GetCurrentRoseville.com](http://GetCurrentRoseville.com)

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## Building Scalable Foundations for Growth

In 2024, Sagent expanded its expertise to support purpose-driven companies, helping them build scalable foundations for sustainable growth. By aligning their brands with their missions and target audiences, Sagent ensures these organizations are positioned to achieve meaningful impact. Notable collaborations include **Alice Care**—a pioneering app-based home care provider—and **Verified Water**, a public-benefit corporation advancing sustainable water use through innovative credit programs.



## Verified Water

[Verified Water](#) collaborated with Sagent to refine its brand and messaging, strengthening its market positioning as a leader in sustainability solutions. By aligning with sustainability-minded businesses and individuals, Verified Water highlights its role in helping them take action to meet water sustainability goals and address water-related risks for local communities.

Sagent's efforts emphasized the credibility and transparency of Verified Water's offerings, such as Verified Water Credits, which offset water footprints and provide measurable environmental benefits. These foundational initiatives have solidified Verified Water's identity and laid the groundwork for future growth in the sustainability sector.





# Alice Care

Alice Care partnered with Sagent to develop a **Strategic Marketing Plan** aimed at fueling its expansion in a competitive industry. Alice Care needed a memorable and professional brand to connect with caregivers and clients while reflecting its mission of accessible, compassionate care.

Sagent delivered a comprehensive branding initiative, including refined brand guidelines, two distinct visual identity options, and a strategic roadmap for growth. Updates to Alice Care’s website highlighted its unique value propositions and streamlined the caregiver application process -- resulting in improved engagement. With this unified and professional brand presence, Alice Care is now well-positioned to expand its caregiver network, grow its client base, and secure its place in the healthcare sector.

By prioritizing strategic branding and alignment with target audiences, Sagent has empowered startups like Alice Care and Verified Water to scale their efforts and achieve their missions effectively.

We look forward to further partnering with them in 2025 to amplify their brands and accelerate their growth.



## Closing Remarks

These stories reflect our commitment to advancing health, environmental sustainability, and resilient futures alongside our clients and communities. Together, we're building campaigns that inspire real change and make California stronger and safer. Interested in collaborating? Reach out to us at [info@sagentmarketing.com](mailto:info@sagentmarketing.com), and let's explore how we can create impactful campaigns together.