



2024-2025 Club Achievement
Public Service

OVERVIEW

AAF Austin's public service efforts in 2024–2025 were rooted in one powerful belief: *equity in advertising begins with access to opportunity*. This year, that belief was brought to life through a strategic and sustained partnership with **E4 Youth**, a local nonprofit dedicated to nurturing creative talent among youth of color. From mentoring and portfolio reviews to awards recognition and fundraising events, AAF Austin activated its full community—members, agencies, and industry leaders—to support the career readiness and visibility of the next generation of diverse advertising professionals.

Each initiative reflected our commitment to not just support E4 Youth from the sidelines but to bring young creatives into the heart of our events, networks, and culture. We embedded public service into every facet of the club—from celebratory galas like Big Wigs to grassroots happy hours and athletic fundraisers like the inaugural Pickleball Tournament. Through our presence in prestigious recognition platforms like the AAF District 10 Mosaic Awards, we continued to elevate voices that drive lasting change.

Our public service programming this year wasn't just about giving back—it was about breaking down barriers, building authentic relationships, and creating a more inclusive future for our industry.

SUPPORT E4 YOUTH FUNDRAISER

Overview

As part of our ongoing commitment to equity and career readiness, AAF Austin hosted the **Support E4 Youth Fundraiser**, a casual yet impactful happy hour designed to build community and raise critical funds for our

nonprofit partner, **E4 Youth**. The event offered industry professionals a chance to connect directly with students from E4 Youth's Creative Leadership Academy while contributing to a shared vision of a more inclusive creative industry.

Goals

- **Raise funds** to directly support E4 Youth's mentorship and portfolio development programs.
- **Facilitate personal connections** between advertising professionals and emerging creative talent.
- **Expand awareness** of E4 Youth's mission and strengthen community ties within the Austin advertising ecosystem.

Execution

Held on April 25, 2024, the event welcomed **AAF members free of charge**, while non-members were invited to contribute a **\$10 donation at the door (Exhibit A)**—with all proceeds going directly to E4 Youth. In a show of local solidarity, **Kendra Scott**, one of Austin's most iconic business leaders and global jewelry entrepreneurs, hosted a concurrent sale in which **20% of all proceeds (Exhibit B)** were donated to the cause.

The happy hour setting created an open and collaborative environment, encouraging authentic dialogue between professionals and students. Attendees learned about E4 Youth's programs, viewed student work, and engaged in meaningful mentorship conversations. AAF Austin board members and volunteers were on hand to foster introductions and encourage continued involvement beyond the event.

Results

- Raised **over \$500** in direct support for E4 Youth programming.
- Hosted **20+ advertising professionals and community members**, facilitating meaningful one-on-one engagement with E4 Youth participants.

- Strengthened local partnerships and increased visibility for E4 Youth within the professional community.

Summary

The Support E4 Youth Fundraiser exemplified AAF Austin’s mission to champion the next generation of creative professionals. Through direct financial support, professional mentorship, and community connection, the event served as a powerful public service initiative—reinforcing the belief that when young talent is seen, supported, and celebrated, the entire industry benefits.

E4 YOUTH AGENCY PICKLEBALL TOURNAMENT

Introduction

Building on our transformative partnership with E4 Youth, AAF Austin introduced a new signature fundraiser in 2025: the E4 Youth Agency Pickleball Tournament (Exhibit C). Set to take place in early April at Bouldin Acres Brewery & Pickleball Courts, this high-energy event will bring together Austin’s top advertising agencies in a friendly yet competitive showdown, all in support of young creatives of color.

With an entry fee of \$20 per team of two, the tournament is expected to draw participation from every major agency in Austin, with many fielding multiple teams. Videos created to be distributed on our social channels to highlight the event (Exhibit D) and a “how to play” video (Exhibit E). All proceeds will directly support E4 Youth’s mission of mentorship, career readiness, and professional development for high school and college-aged students.

Objective

Our goal is twofold:

1. Fundraising – Generate financial support for E4 Youth programs, including portfolio reviews, creative

workshops, and career mentorship.

2. Industry Engagement – Strengthen the connection between advertising agencies and emerging talent by rallying the local ad community around a fun, competitive event with a purpose.

Action & Execution

- Strategic Promotion: Leveraging AAF Austin’s social media, email campaigns, and agency outreach, we aim to maximize participation and sponsorship opportunities.
- Venue Partnership: Hosting the event at Bouldin Acres Brewery, a venue known for its laid-back atmosphere and vibrant community appeal, ensures high visibility and engagement.
- Agency Participation: We expect every major Austin agency to participate, ensuring strong fundraising potential and industry involvement.
- Ongoing Support: Beyond the tournament, AAF Austin will continue providing E4 Youth with hands-on mentorship, portfolio reviews, and professional networking opportunities.

Results

- Over 100 agency professionals competing in teams of two are expected to be there day of
- We’ve already generated \$5,000 in revenue for E4 Youth through strategic agency sponsorship. With attendance this number should land around \$7,000 in total.
- Stronger ties between AAF Austin members and young, diverse creative talent

With this initiative, we’re not just playing pickleball, we’re serving up real opportunities for the next generation of advertising leaders.

BIG WIGS: Elevating Industry Talent and Youth Opportunity

Overview

Big Wigs has long been a marquee celebration of the often-unseen professionals powering the advertising

industry. In 2023, AAF Austin deepened the purpose of this signature event by shining a spotlight on emerging talent from our nonprofit partner, **E4 Youth**. Through the second annual **Best of E4 Youth Award**, Big Wigs now serves not only as a celebration of professional achievement—but as a platform to uplift and recognize the next generation of diverse creative talent.

Why It Matters

The introduction of the E4 Youth Award represents a tangible extension of AAF Austin’s public service mission. E4 Youth, a local nonprofit focused on career readiness for creative youth of color, prepares students for meaningful careers in advertising and media. By creating space within a major industry celebration to honor a student from this program, AAF Austin is doing more than acknowledging young talent—we are legitimizing their place in the professional world and providing visibility in front of agencies, recruiters, and mentors.

For many E4 Youth students, this moment is their first formal recognition by the broader advertising community. It is a pivotal step in affirming their potential and opening doors that have historically been closed to underrepresented creatives. This year’s recipient, **Elisa Calderón**, exemplified the skill, discipline, and vision that E4 Youth cultivates and her recognition was met with enthusiastic support from the professional audience.

Goals

- **Recognition:** Create a high-profile platform to honor emerging talent from E4 Youth.
- **Representation:** Integrate public service and DEI initiatives into cornerstone industry events.
- **Connection:** Foster networking and mentorship between students and advertising professionals.

Execution

- Held at an iconic local venue with over 150 attendees, Big Wigs featured a high-energy award ceremony followed by a celebratory social hour.
- The E4 Youth Award was presented live, with context on the organization’s impact and the

student's portfolio shared with the audience.

- Supported by a digital campaign across AAF Austin's platforms, the event garnered increased visibility for both the award and E4 Youth's broader mission.

Results

- The E4 Youth Award received **significant positive feedback**, including inquiries from agencies interested in mentoring and hiring student participants.
- The award presentation segment was one of the most engaged moments on social media, with a **measurable spike in impressions and shares**, particularly among DEI-focused groups.

Summary

By embedding the **E4 Youth Award** into the heart of Big Wigs, AAF Austin has redefined what it means to celebrate industry excellence. This integration not only honors those who lead today, it invests in those who will lead tomorrow. The partnership with E4 Youth is a powerful model for how industry events can serve public service goals and uplift the community. As this award becomes a permanent fixture in Big Wigs, so too does AAF Austin's commitment to building a more inclusive, equitable advertising future.

AAF MOSAIC AWARDS: RECOGNIZING LEADERS IN DIVERSITY & INCLUSION

Introduction

The AAF District 10 Mosaic Awards honor industry leaders who champion diversity and inclusion in advertising. This year, AAF Austin was proud to celebrate two outstanding professionals whose work has directly contributed to a more equitable and inclusive industry.

Austin's 2025 Mosaic Award Winners

- Cori Baker – Mosaic Star Award (Exhibit H)

Recognized for her ongoing leadership in diversity and inclusion initiatives, Cori has played a pivotal role in fostering equitable opportunities for underrepresented professionals in the advertising industry.

- Danielle Martinez – Rising Star Award (Exhibit I)

As President of Ad 2 Austin, Danielle has led programs and initiatives that empower young professionals while ensuring that diverse talent has access to mentorship and career growth opportunities.

Why It Matters

The Mosaic Awards are more than individual accolades—they represent the gold standard for diversity and inclusion in advertising. By recognizing leaders who push for change, AAF Austin continues to:

- Elevate the conversation around DEI in advertising.
- Inspire agencies and professionals to embrace inclusivity in their work.
- Reinforce Austin's role as a leader in fostering diverse and equitable creative communities.

Through these recognitions, AAF Austin strengthens its position as a champion for inclusion, ensuring that all voices are heard and celebrated.

SUMMARY

This year's public service initiatives mark a turning point in AAF Austin's evolving role as both a convener of industry leaders and a catalyst for inclusive change. Through our flagship partnership with **E4 Youth**, we hosted a series of high-impact events that provided over **\$7,500 in financial support**, direct mentorship from professionals, and public recognition of young creatives making their mark.

The **Support E4 Youth Fundraiser** offered professionals a casual, personal way to connect with students while

raising funds for creative development programs. The **Agency Pickleball Tournament** brought together over 100 professionals in a spirited competition that raised thousands for E4 Youth's mission. At **Big Wigs**, we amplified the voice and visibility of top E4 Youth talent with our second annual student award, and through the **AAF Mosaic Awards**, we celebrated local DEI champions whose leadership continues to transform Austin's advertising landscape.

Together, these efforts reflect more than just one-off service projects—they represent a comprehensive, multi-touchpoint approach to advancing equity in advertising. By embedding purpose into our programming and building strong, reciprocal relationships with community partners, AAF Austin is modeling how public service can be strategic, sustained, and deeply impactful.

EXHIBITS

Exhibit A

APRIL 25
5-8 PM

AUSTIN
BEERWORKS-
INDUSTRIAL
TERRACE

Join AAF Austin for a Special Event
with Kendra Scott and Austin Beerworks

E4 YOUTH FUNDRAISER



Exhibit B

**LOST IN
JEWELRY FOR A
CAUSE!**

20% of Proceeds go to E4 Youth!

USE CODE GIVEBACK-GQCJR AT
CHECKOUT!

MAY 9-10



Exhibit C



Exhibit D

Pickleball Invite Video:

https://drive.google.com/file/d/1taUI457ggphN-3MGK57RT3lxRXPZTp9p/view?usp=drive_link

Exhibit E

How to Play Video:

https://drive.google.com/file/d/1RKKQoe23Dbe6_OniAH8BChNB5uqX4d8M/view?usp=drive_link

Exhibit F: Big Wigs 2024 Recap [Video Link](#)

Exhibit G: Big Wigs 2024 Awards Presentation [Slides Link](#)

Exhibit H



Exhibit I



