

JODIEBLUM

"Why do we seek to influence, if not to drive meaningful change?"

With over 25 years of dedication, Jodie Blum stands as an unmatched force in strategic philanthropy and social impact marketing. She's transformed celebrity influence into lasting legacies of purpose and heart. Jodie leverages her innovative design thinking talent to create programming and campaigns that drive funding decisions and maximizes awareness. She hasn't just embraced strategic philanthropy; she's redefined it.

Jodie has breathed life into philanthropic visions for globally recognized entertainers, athletes, and brands. Also attracting partnerships with titans like Cartier, NBA, American Airlines, Mercedes Benz, Coca-Cola, Live Nation, and Puma to name a few. Her unique blueprint in crafting humanitarian objectives led her to pioneer The Common Ground Foundation alongside actor, artist, and activist Common. This journey earned an Emmy Award nomination for writing and directing "A Minute" in partnership with MTV. As the inaugural Executive Director of the Recording Academy GRAMMY U, she didn't just build a community; she created unprecedented access for college students pursuing a career in the music industry. Curating and activating over 200 nationally branded events annually, bridging students face-to-face with the industry's most coveted talent and executives.

As the Founder/CEO of The Co-llective Social Impact Agency, Jodie's vision shines brighter, redefining the art of philanthropy. Her clientele includes luminaries like GRAMMY winner Ne-Yo, Imagine Dragons, NBA World Champion JaVale McGee, NFL Walter Payton Man of the Year- Ben Jones, Nascimento (Pelé) Foundation, Id Tech, StockX, Def Jam, Roc Nation, Porsche, Sonos, and a host of revered brands and foundations - which isn't just a testament to her prowess but to the trust she's garnered through dedicated service.

For Jodie, mental health awareness isn't a trend; it's a mission. She forged alliances with the Mental Health Coalition and Mental Health Storytelling Coalition and provided executive leadership to organizations such as Don't Mind Me Foundation (founded by Actress/Director Mädchen Amick); The Talented Twelve (founded by TV Host/ Actor Karamo Brown), The Dr. Brandt Foundation, and Hip Hop Public Health. A trusted voice in mental health advocacy, she's been the chorus behind transformative narratives and societal perceptions, fostering dialogues that touch, heal, and impact millions.

Beyond her professional pursuits, Jodie's heart lies with foster care. A proud foster/adoptive mother, her life mirrors purpose-driven actions. She's a vocal advocate, serving on boards like the National Advisory Council for FosterMore and TedX Waterstreet. Her guiding principle is a soulful mantra that encapsulates her journey: *"Never give up. Always give thanks."*



EXPERTISE & SERVICES

- ▶ **Social Impact/ Cause Marketing**
- ▶ **360 Philanthropic Consulting and Management**
- ▶ **Strategic Planning**
- ▶ **Program Development and Implementation**
- ▶ **Content and Social Media Curation**
- ▶ **Interactive Charitable Experiences and Events**
- ▶ **Talent and Brand Partnerships**

AWARDS AND SEATS

- ▶ Community Service EMMY Nomination, National Academy of Television Arts & Sciences
- ▶ Cartier LOVE Charity Award Recipient
- ▶ UCSF Courage in Leadership Award Recipient
- ▶ Fostering a Legacy Award Recipient, Compound Foundation
- ▶ Annual NFTE / Chase Citywide Business Plan Competition Judge
- ▶ UNDER THE INFLUENCE, Diversity in Media and Marcus Graham Project Speaker
- ▶ Women in The Spotlight podcast
- ▶ Positive Impact Philanthropy Podcast
- ▶ Panelist Shesaid.so Philanthropy in Music at the SoHo House
- ▶ Advisory Board Member, Foster More
- ▶ Advisory Board Member, TedX Waterstreet
- ▶ Cal State University Chancellor Advisory Council on the Entertainment Industry
- ▶ Philanthropic Advisor, Edward Charles Foundation

CLIENTS AND PARTNERS

CLIENTS



PARTNERS



TESTIMONIALS



"It was incredible to work with Jodie Blum! She helped guide and streamline our fledgling mental health non-profit foundation into a well-organized institution. She knows the ins and outs of what is needed to successfully grow a foundation. From building a strong framework, running the back office of your company, all the way to how you present yourself with style and make that great first impression. Her network is impressive, and she continues to introduce us to so many valuable connections. She was truly a springboard for our success!"

— Mädchen Amick,
Actress/Director



"My charity game was a big success and stress free thanks to Jodie Blum and her team. So professional and handles everything with ease. Thanks for everything Jodie!"

— JaVale McGee,
NBA World Champion



"Jodie has been a dynamic force in the growth and development of the Common Ground Foundation. Being able to witness her tenacity and passion leaves no doubt in my mind that she has found her true purpose in life. We love Jodie!"

— Common,
GRAMMY Award, Golden Globe &
Oscar Winning Artist and Founder of
Common Ground Foundation



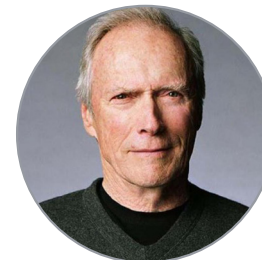
"Jodie is extremely forward thinking in everything she does. It always impressed me to see how much one person can orchestrate and have it come off without a hitch. She is the BEST to work with."

— DJ Skee,
Founder DASH Radio & Skee TV



"Jodie is a seasoned professional and helped broker innovative and new brand partnerships for iD Tech."

— Ylka van Bommel Reiss,
iD Tech VP, Strategic Alliances and
Social Impact Foundation



"Everything Jodie does is completed with dedication and care."

— Clint Eastwood,
Oscar Winning Actor/Director



"We are so lucky to have Jodie as a part of our team!"

— Ne-Yo,
GRAMMY Award Winning
Artist and Founder of
Compound Foundation

CASE STUDIES/PAST PROJECTS

STOCKX IMPACT

As consultant and Director of Philanthropic Marketing, provided ideation, curation and development of a CSR model for StockX (www.stockx.com). This unique online social impact platform provides high profile talent an opportunity to raise money for their charity/ charity of their choice while avoiding costly personal appearances or experiential events. Influencers simply donate a one of a kind, first release or custom pair of sneakers for a "sprint style" social media campaign. By engaging the talent's followers, a simple social media post allows millions of fans to "donate" \$10 increments for the chance to win one of a number of tastemaker goods provided. Campaigns procured and executed include Eminem, The Wu Tang Clan, Stephen Curry, The Goldrush Rally and more. Almost \$800,000 was raised in 1 year.

Steph Curry X My Brother's Keeper Campaign



"I have nothing but positive feedback working with you. The auction was seamless and went well. Steph and team were very happy. "

— Jeron Smith, CMO SC30

Wu-Tang C.R.E.A.M. (Charity Rules Everyone Around Me) Campaign



"I personally want to thank you for all your efforts, compassion, and hard work on this project. It was great working with you. Look forward to seeing you in the near future. Peace and blessings to all"

— Tareef Michael, Wu-Tang Clan Mgmt

Eminem Revival of the Jordan 4 Encore Campaign



JORDAN 4 ENCORE (2017) GRAND PRIZE



CASE STUDIES/PAST PROJECTS

MENTAL HEALTH AWARENESS

Full-service consulting capabilities included strategic planning, brand identity, marketing & communications, program development, content curation, brand and coalition partnerships.



**Don't' Mind Me –
Founded by Actress/Director
Mädchen Amick**

The Don't MIND Me Foundation is dedicated to end the stigma and discrimination surrounding mental illness and provide direct impact for those in need of care (www.dontmindme.org).



**Hip Hop Public Health –
Founded by legendary
Hip Hop Artist
Doug E. Fresh and
Dr. Olajide Williams**

Hip Hop Public Health creates research-based educational resources by harnessing the power of music and culture to improve health in communities that are underserved (www.hhph.org).



**Talented Twelve-
Founded by
TV Host/Actor and Author,
Karamo Brown**

The Talented Twelve is dedicated to media and mental health development for young LGBTQ individuals of color that aspire to work in the entertainment industry.

CASE STUDIES/PAST PROJECTS

DR. BRANDT FOUNDATION

As contracted Executive Director, rebranded national organization and developed unique, impactful programming to raise awareness around mental health. (www.drbrandtfoundation.org). Created and produced #SayILoveYou digital speaker series with athletes, artists, and collaborative brands/organizations to normalize and destigmatize critical mental health conversations. Developed 2021 and 2022 September's National Suicide Prevention Month aligned with Miami-Dade County Mayor. Key messaging surrounding suicide prevention (in 3 languages) was featured on notable public locations and social media from supporting partners including the Miami HEAT, Miami Dolphins, Miami Marlins Foundation, Inter Miami CF, Brightline, Miami International Airport, Port Miami, Adrienne Arsht Center for the Performing Arts Center, Miami-Dade County Government, along with high-profile individuals and voices of the community. This campaign reached over **20 million people** in Miami-Dade County over the course of the month.



Dr. BRANDT FOUNDATION

#SayILoveYou

SPEAKER SERIES ON MENTAL HEALTH
Presented by

talkspace

w/GRAMMY Award Winning Artist,
MIGUEL




Dr. BRANDT FOUNDATION

#SayILoveYou



SPEAKER SERIES ON MENTAL HEALTH

FEATURING

DR. COREY YEAGER - PhD, LMFT
Detroit Pistons Life Coach/Psychotherapist

JD DuBOIS
Assistant Coach Detroit Pistons

ISAIAH LIVERS
Detroit Pistons Player

and

DR. LAWRENCE JACKSON - PHD,
Motor City Cruise G League Life Coach/Psychotherapist



Dr. BRANDT FOUNDATION



#SayILoveYou

SPEAKER SERIES

VETERANS + MENTAL HEALTH

WITH **ROB HILL, SR.**
Author | Veteran

In Conversation With:
RICHARD BROOKSHIRE
FOUNDER OF THE BLACK VETERANS PROJECT

CASE STUDIES/PAST PROJECTS

THE HOLLYWOOD PALLADIUM EST. 1940 SATURDAY, SEPTEMBER 26TH, 2009

COMMON FRIENDS
Presented by Hennessy artistry

HEART & SOUL

COMMON
THE ROOTS
DE LA SOUL
LUDACRIS
QUEEN LATIFAH
KANYE WEST
NAS
HEAVY D
MOS DEF
TALIB KWELI

Benefiting: COMMON GROUND FOUNDATION



Cartier

invites you to declare your LOVE to the Common Ground Foundation

For every Love Charity Common Ground Bracelet (\$995) sold, Cartier will donate \$200 to the Foundation.

People

NEWS ROYALS PHOTOS TV MUSIC STYLE WATCH PEOPLE TV SUBSCRIBE

EXCLUSIVE

Imagine Dragons' Tyler Robinson Foundation Raises \$1 Million for Pediatric Cancer

ESPN

NBA Home Scores More

Warriors show off softball skills during celebrity game for charity

GoldenStateWarriors @warriors

Dubs song work at the @JaValeMcGee34 3rd annual #JugLife Foundation Celebrity Charity Softball Game!

Kevin Durant @KDThey5

Behind the scenes at @JaValeMcGee34's #JugLife softball game today - good times for a good cause

ESPN.com Jun 24, 2017

Fresh off winning the 2017 NBA Finals at Oracle Arena earlier this month, several members of the Golden State Warriors took their athletic talents across the parking lot for a celebrity softball game at the Oakland Coliseum.

Warriors center JaVale McGee hosted the charity event benefiting his #JugLife Foundation, which promotes a healthy lifestyle by encouraging everyone to drink more water.

JaVale McGee Home Run Derby It's hard work out here! Behind the scenes at JaVale's #JugLife Foundation softball game www.juglifewater.com

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