



# IMPACT REPORT

2022

**GORM**

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# Letter From our Founder & CEO

To our supporters,

What a year it has been!

As we celebrate our 2nd year running (and 1st year registered as a social enterprise), I am in utter awe of how far we have come and how far we are going.

Since the lockdowns of 2020, Gorm Media has been working towards creating a digital platform that is unlike any other in Ireland — a platform that not only highlights underrepresented voices through high quality digital media, but creates avenues for us to unify across social, cultural and political differences.

Since then, we have spread our vision of unity and shared understanding far and wide both in Ireland and abroad. And in working and speaking with the communities we serve, participating in start-up accelerators and refining our projects, we are glad to announce that we will be launching 2 programmes in 2023. One that empowers & supports young people through creative media & digital storytelling, and another that equips organisational leaders with the intercultural skills to navigate a diverse environment. We truly believe that through this bottom up and top down approach, we can meet the challenges of engaging across differences.

Don't worry, with the support of our growing team and volunteers, we will continue our video projects in 2023 too, we have some EPIC content in store for you all! We have had many failures, and many successes and I am so grateful for all the supporters, advisors, mams and mentors who guided and supported us through these times.


And just like the Yoruba proverb says, *Ẹyẹ̀ ò lẹ̀ fi apá kan fò*, (Birds cannot fly with one wing), so I would like to extend my gratitude to the Gorm Team who work tirelessly to provide our services, content and cater to our online community. You guys are amazing!

And finally to you our supporters, we truly hope that you continue to be a part of our growing movement. And if you are weary, I'd love nothing more than for you to visit our social media pages (@gormmedia) and website [www.gormmedia.com](http://www.gormmedia.com) to learn more of what we do!

Join us in 2023 to continue our mission to UNIFY THE WORLD!

Sending Good Vibes

Best wishes,  
Mamobo Ogoro  
Founder & CEO  
Gorm Media DAC



# Our Story So Far

## Our Mission

In Ireland, we are becoming more diverse than ever, yet we are becoming increasingly divided. Though 1 in 8 people are of culturally diverse backgrounds, we are still grappling with this 'new' and existing multicultural reality, and buckling under the weight of toxic polarisation, high mistrust towards the 'other', causing divisions that are now being exploited in online and social media spaces.

One way to combat this problem is to create spaces for communities to engage (or what we like to call 'unify') across lines of differences.

Gorm Media is a social enterprise on a mission to unify across social, cultural and political differences and advance belonging for marginalised communities. Our vision is to spark a movement of unity and shared understanding through

1. Original Digital Media and Digital Storytelling Campaigns and Projects
  2. Events that capture the Voice and Experiences of Different and Diverse People.
- Evidence Based Education
  - In aiding in the sustainable development goals of (10) reducing inequality and (16) peace justice & strong institutions, we believe that common ground and a shared sense of humanity can be built through the work we do.

## Our Vision

With an understanding that difference does not mean division, our vision is to spark a movement of unity and shared understanding across lines of social, cultural and political differences.

*“No one is voiceless, we just need a platform to use our voices”*

# Our 2022 Goals

In 2022 we aimed to grow our online community, reach new communities and build new partnerships. Though some goals were met and others were not, we learned so much on the ways and would like to share some of the learnings that will guide our action for 2023.

## 2 Reach Communities

Speaking & events

We hosted 5 events and took part in via speaking engagements with 24 organisations ranging from schools, to charities and corporate organisations.

## 1 Audience Growth

We have doubled our social media followership with a monthly 12.01%, and an average monthly reach of 52,440. We have had our ups and downs with our audience growth and are now exploring new ways to engage our growing online community, particularly in creating more impactful & entertaining content without compromising the voice of the contributor

## 3 Gain Partnerships

We have partnered with 3 organisations to carry out campaigns e.g. #SheWasGoingForARun Campaign, Corporate D&I campaigns and EU based exhibitions e.g European Investment Bank Belonging Exhibition. We are seeking new partners for 2023 to carry out bigger national campaigns to spread our message.

# Our Projects

10 different communities took part in our 'This is "Them"' project this year supporting them in telling their stories and using their voice on camera in our interactive project. We seek to continue our relationship with these community members and seek out new communities to engage with for future projects.



# Internal Growth

Our Team has expanded! We welcomed new team members, interns and volunteers in 2022 to drive our work and expand our impact.



Mamobo Ogoro  
Founder  
CEO



Ala Buisir  
Co-Founder  
Creative Director



Ala Buisir  
Programme Director



Klaudia Parzniewska  
Social Media Marketing



Marcos Garcia  
Multimedia Editor



Ümit Sahin  
Programme Development  
Intern



Eilís Walsh  
Social Media Marketing



Ife Opeoluwa  
Social Media Marketing

# Strategic Advisors

In Autumn 2022, We developed our Strategic Advisory Board which comprises of 6 experts and leaders working in various industries such as social innovation, media, academia and advertising. These leaders have volunteered to help shape the strategic goals and outcomes to steer Gorm Media to success.



Stha Banks  
Sales Manager and  
Advertising Professional



Dr. Pablo Tezanos  
Social Psychologist in  
Intergroup Relations



Anne Roper  
Former RTE Executive  
Producer & Director



JD Buckley  
CEO, Sky Ireland



Amory Schwartz  
CEO, NASN



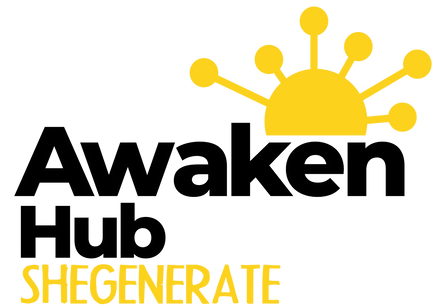
Clodagh O Reilly  
Founder, Social Enterprise  
Solutions Ireland



# External Support

## She Generate: Awakenhub

SheGenerate is the first ever island of Ireland accelerator lite programme aimed at very early stage women founders.



## Landecker Democracy Fellowship: Humanity in Action & the Alfred Landecker Foundation

The Landecker Democracy Fellowship supports community leaders and young professionals in addressing systemic inequities in Europe and the United States through innovative grassroots projects.



## The Social Enterprise Start Up Fund 2022: Rethink Ireland

The Social Enterprise Start Up Fund supports social enterprises at the startup and early stage of existence with financial and non-financial support that helps them grow their business and their impact.



We have also received pro-bono legal support from Arthur Cox and Sky Ireland. We have received Marketing support from Ulster University Marketing Master Students.

# Funding Partners

We would like to thank all the funding & sponsorship partners who supported our projects and events in 2022, without you, we would not be here.



Funded by the  
European Union

LIMERICK  
**arts**  
OFFICE



**A**  
ALFRED LANDECKER  
FOUNDATION



RETHINK  
IRELAND

HUMANITY IN  
ACTION



Coimisiún na hÉireann  
um Chearta an Duine  
agus Comhionannas  
Irish Human Rights and  
Equality Commission

This project is supported  
under the Irish Human  
Rights and Equality  
Commission Grant Scheme



Comhairle Cathrach  
& Contae **Luimnigh**  
Limerick City  
& County Council

**K** KLINK STUDIOS  
L I M I T E D



Clár Éire Ildánach  
Creative Ireland  
Programme  
2017-2022



An Roinn Leanaí, Comhionannais,  
Míchumais, Lánpháirtíochta agus Óige  
Department of Children, Equality,  
Disability, Integration and Youth

If you would like to financially support a Gorm Media project or  
programme email: [mamobo@gormmedia.com](mailto:mamobo@gormmedia.com)

# Media Coverage

We have been covered in local, regional and national press on the work that we do.



If you would like to contact us in relation to Regional/National Media & Public Relations  
email: [communications@gormmedia.com](mailto:communications@gormmedia.com)

# 2023 Strategic Goals

For 2023, we are focusing on 3 Pillars. We use the acronym I.I.A. That stands for Impact, Income, Audience.

## IMPACT

Following consultation with our community and advisors, we have made the strategic decision to remain highlighting the voices of underrepresented communities, but with a targeted focus on Gen Z & Millennials (18-35) from Ethnic/ Culturally Diverse Backgrounds and their intersections.

We aim to impact this community throughout digital storytelling content/projects and programmes

## INCOME

As a social enterprise that relies heavily on traded income, we aim to focus on revenue growth to support the sustainability of our social mission business. Gorm offers services to organisations that need support in the following areas:

- Research, Strategy & Planning (Focus on Diversity & Inclusion)
- Workshops, Seminars & Training on Intercultural Competence (behavioural skills to engage across lines of difference)
- Video Production & Content Creation for Social Media Campaigns (Social Impact Focused)

## AUDIENCE

As a digitally native organisation, we aim to focus on growing our online community to reach a wider audience of 'unifiers'. Here we believe that we can not only spread our message, but create adequate and nuanced representations for different communities in Ireland.

Follow us: @gormmedia

Subscribe to our newsletter:  
[www.gormmedia.com](http://www.gormmedia.com)

Email us:  
[info@gormmedia.com](mailto:info@gormmedia.com)

# Acknowledgements

Once again we would like to thank our community of 'Unifiers' who tirelessly support our growing movement of unity and shared understanding. Without your support, our work would not be where it is.

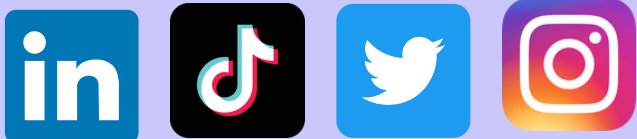
Thank you for supporting our mission to unify the world!

-Team Gorm

*It's a wrap on 2022*



## Follow Us!



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**GORM**