



# 37 YEARS

## of amplifying voices for change

2025 Annual Letter to Stakeholders



Metropolitan Group

la fuerza de la voz • the power of voice



# THE POWER OF VOICE

**February 14, 2026**

**Dear Friends and Stakeholders,**

As Metropolitan Group enters its 38th year of supporting change agents who stand for social justice, public health, and environmental sustainability, we see both the extreme challenge all of our communities are facing and the incredible resiliency, courage, and creativity they bring forward every day. In the first two months of this year, we all witnessed both the impacts of state-sponsored violence and disregard for constitutional limits on power and the resilience and courage of people standing up together for all of our freedoms.

Our recent research shows us that across geographies, ideologies, and demographics people want the hyper-polarization to stop, and majorities of people support freedom and fairness. Our research also shows that majorities of people are disengaged from civic action and that many want to take action but have real experiences of disenfranchisement and breached trust. In every movement we work with, leaders and advocates are seeing this time as both a critical challenge and as an opportunity. They are looking to create authentic engagement, a sense of community connection, and real agency. They are seeing the critical need to push back against the normalization of autocratic actions, and the need to push forward for a shared future that people and communities can be FOR.

We are witnessing and supporting work to go upstream and change the narratives on free and fair democracy, shared prosperity, environmental justice, care work, Native justice, keeping public lands in public hands, and more. We are witnessing and supporting work to build alliances and movement-of-movements to meet the moment by standing together. We are witnessing and supporting work to make the strategic pivots and innovations necessary to advance impact, meet needs in radically shifting contexts, and build real trust through real change.

In our nearly four decades of social impact work, there has never been a time when the support of change agents and their power of voice has been more needed. In this report, we share stories, resources, and ideas that we hope will inspire, recharge, and spark new ideas and efforts. We are honored to co-create, collaborate, and build capacity with our clients and the movements they serve. We are blessed to be in community with partner organizations. And, we are resolved to work every day for a more just, healthy, and sustainable world.

In commitment and community,

**Eric Friedenwald-Fishman**  
ceo/creative director/  
founder

**Al Machemehl**  
chief financial officer/  
principal

**Kevin T. Kirkpatrick**  
senior executive vice president/  
principal

**Maria Elena Campisteguy**  
senior executive vice president/  
principal

**Yvonne Tengwall**  
chief operating officer/  
principal



# LA FUERZA DE LA VOZ

**14 de Febrero 2026**

**Amigos, amigas y socios(as),**

En Metropolitan Group estamos entrando en nuestro año 38 apoyando a líderes y agentes de cambio que trabajan por la justicia social, la salud pública y la sostenibilidad del medio ambiente, en el cual reconocemos los enormes desafíos que enfrentan todas nuestras comunidades, así como la resiliencia, valentía, y creatividad con que responden cada día. Durante las últimas semanas, todos hemos sido testigos de los daños causados por la violencia del Estado y el incumplimiento de la Constitución, así como de la resistencia y la valentía de las personas que se han unido para defender nuestras libertades.

Nuestra investigación reciente muestra que, sin importar el lugar, las ideologías, o demografías, la mayoría de la gente quiere detener la polarización extrema y apoyar valores como la libertad y la justicia. Asimismo, encontramos que mucha gente se siente desconectada con la acción cívica, y que aunque otras personas quieren tomar acción, han tenido experiencias de exclusión y pérdida de confianza en nuestras instituciones. Las y los líderes y defensores de cada movimiento con el que trabajamos perciben este momento como una oportunidad para crear un compromiso auténtico, un sentido de conexión en comunidad, y la capacidad de actuar. También perciben la necesidad urgente de frenar la normalización de prácticas autoritarias y de avanzar hacia un futuro compartido entre las personas y comunidades.

Acompañamos y respaldamos los esfuerzos para cambiar las narrativas sobre una democracia libre y justa, la prosperidad compartida, la justicia ambiental, el trabajo de cuidados de la salud, los derechos de las personas Nativas Americanas, así como para mantener las tierras públicas en manos de todos y todas, y mucho más. También estamos apoyando la creación de alianzas y movimientos interconectados para navegar juntos la realidad actual. Estamos identificando e impulsando esfuerzos para lograr cambios estratégicos e innovaciones que generen impacto positivo, respondan a necesidades en contextos profundamente cambiantes, y generen confianza auténtica a través de transformaciones reales.

En nuestras casi cuatro décadas de trabajo de impacto social, nunca había habido un momento en el que el apoyo a las y los agentes de cambio y sus voces había sido tan necesario. Por eso, en este informe compartimos historias, recursos, e ideas que esperamos inspiren, recarguen y den lugar a nuevas ideas y esfuerzos. Nos sentimos honrados y honradas por crear juntos, colaborar, y desarrollar capacidades junto a nuestros clientes y los movimientos a los que sirven. Somos afortunados de ser una comunidad de organizaciones aliadas, y por lo mismo, trabajamos todos los días por un mundo más justo, saludable, y sostenible.

En compromiso y comunidad,

**Eric Friedenwald-Fishman**  
ceo/creative director/  
founder

**Al Machemehl**  
chief financial officer/  
principal

**Kevin T. Kirkpatrick**  
senior executive vice president/  
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**Yvonne Tengwall**  
chief operating officer/  
principal



The assault on democratic principles and institutions—both here in the United States and around the world—is not just a threat to freedom, it also threatens the successful advancement of every social issue. From health care, education, and religious liberty to environmental justice, racial equity, and economic opportunity, authoritarian narratives and actions are actively undermining and threatening to erase hard-won progress. We need shared and effective pro-democracy narratives to both defend against these attacks and to create a positive vision to stand for.

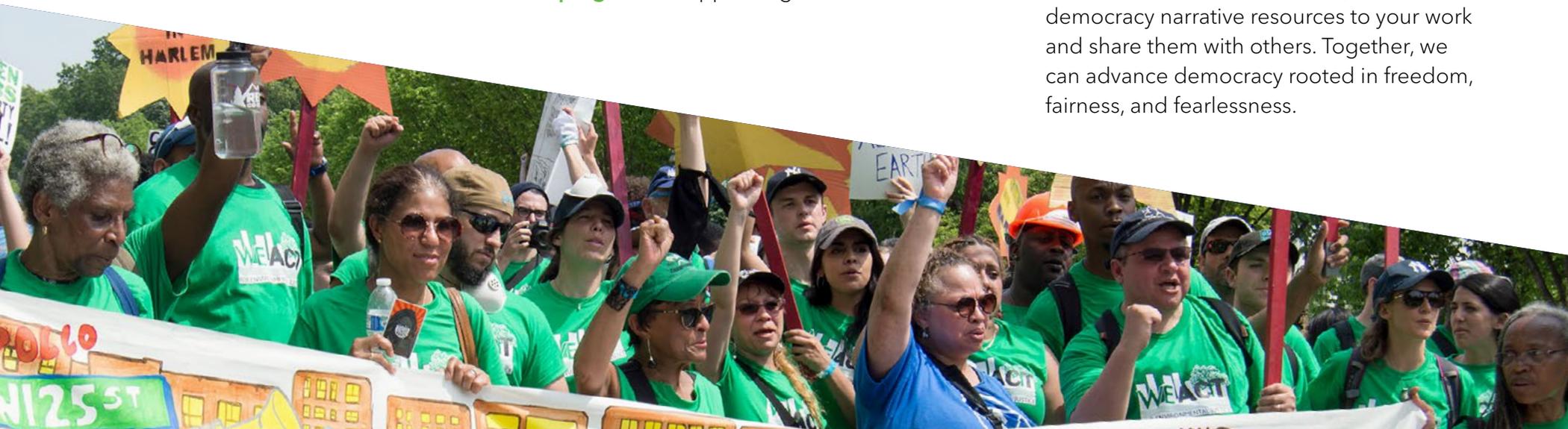
In 2025, Metropolitan Group and our partners conducted significant qualitative and quantitative research; mapped the national narrative landscape; developed and tested effective pro-democracy narratives, underlying messaging, and motivating values; and developed a narrative guide and application resources for use in a U.S. context. This aligns with similar work we've conducted over the last two years in 11 other countries on five continents.

In December, we launched the **Pro-Democracy Narrative Playbook** website to provide free access and updates to all of the U.S. and global resources we've created. We also launched a **dissemination partnership program** to support organizations and

movements working on diverse issues to apply the narrative and share the resources with their networks.

This year, we are also providing narrative technical assistance and collaborating with cohorts of organizations to advance a movement-of-movements approach to democracy defense, improvement, and innovation. Cohorts include member organizations from sectors engaged in public health, environmental justice, higher education, civil and human rights, and local/state governance.

Visit the new **Pro-Democracy Narrative Playbook** resource hub to learn about this new initiative, and how to apply the pro-democracy narrative resources to your work and share them with others. Together, we can advance democracy rooted in freedom, fairness, and fearlessness.





PROJECT COORDINATED BY:



Metropolitan Group

the power of voice

## Shared Prosperity Narrative

All people and families deserve to prosper every day and build the future they want. But our economy was created to benefit a few and exclude many, held in place by practices, policies, and harmful narratives that blame individuals instead of demanding system solutions. To address this challenge, Metropolitan Group and our partners zeroed in on narrative change as a vital strategy. We began by exploring how wealth is currently framed, and by whom, in news and social media, entertainment, podcasts, political discourse, and AI chatbots. This allowed us to see the landscape of dominant wealth narratives—false promises about the American Dream, pressure to work harder, deep fatigue from trying to keep up, etc.—and the clear need for a new narrative that would bolster support for shared prosperity.

Together with a group of family and economic well-being advocates, we created two possible new narratives that bridge from the current harmful stories to reimagine wealth and economic prosperity. Then, we collaborated with storytellers to see how they used the narratives and how their audiences responded. Theater makers, a social media influencer, youth poets, reporters, and advocates created expressive, beautiful stories and experiences that sparked conversation and imagination—and showed us how to make the narratives move from frustration to hope. We further tested the draft narratives through focus groups with family and economic well-being advocates, an online survey with 1,000-plus adults across the U.S., and interviews with people who influence the flow of wealth.

This collaborative and iterative journey culminated in a flexible new shared prosperity narrative, a ready-to-use tool for organizations working to advance equitable solutions, build hope and agency for change, and grow an activated audience.

Please visit [SharedProsperityNarrative.com](https://SharedProsperityNarrative.com) to download the narrative playbook and take what works for you, explore the research and testing, and celebrate the many collaborators in this work. Please reach out if you'd like to discuss a briefing for your organization or network, or want to discuss potential future phases.





# Impact Stories With our Clients

## CAL FIRE: Catalyzing a Movement to Prevent Catastrophic Wildfire

MG partnered with CAL FIRE and Sagent Marketing to create the *Your Home, Your Community, Your California* prevention and preparedness campaign for the state of California. The advertising and community partnership campaign promotes readiness, home and community protection, and prevention.

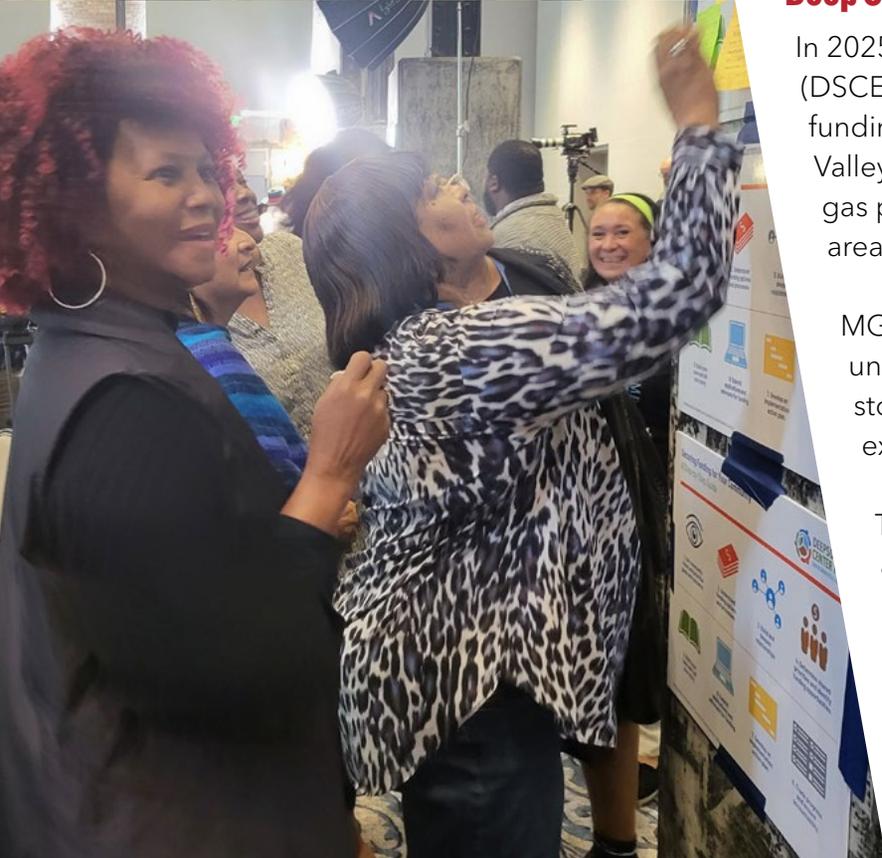
In addition to the awareness campaign, we are working with CAL FIRE to develop a public will building initiative to create a statewide, multistakeholder proactive movement to build resilience to, prevention of, and readiness for catastrophic wildfires through individual and collective action, new social norms, and changes in policies and practice.

## Deep South Center for Environmental Justice: Beyond Petrochemicals

In 2025, MG continued to work with the Deep South Center for Environmental Justice (DSCEJ) to support the **Beyond Petrochemicals** campaign. While the investment from the funding foundation focused on specific regions in Louisiana, Texas, and the Ohio River Valley, the campaign has built broad awareness for the human and planetary harm oil and gas plants create and the potential dangers associated with expansion of facilities in an area already overburdened by harm from existing plants.

MG is currently working with a cohort of interns from historically Black colleges and universities and community-based organizations to build their capacity to lift up stories about the harm to the health of fenceline communities as petrochemical facility expansion continues.

Through a series of trainings, technical assistance, and the development of an activation toolkit, MG has been working with DSCEJ to build the capacity of the next generation of climate and environmental justice activists. All of the trainings and resources developed will also be added to an open-access online curriculum that DSCEJ is building to bolster capacity of frontline communities across the nation on issues ranging from community-driven research, coalition building, power-mapping, storytelling for impact, and beyond.



*"To be the best, you do"*



**YOU ONLY GET ONE BODY**

*Your body is not tobacco*



*DeShawn Fontleroy, Coach*

## Oregon Health Authority: Capacity Building and Technical Assistance for Public Health Equity Grantees

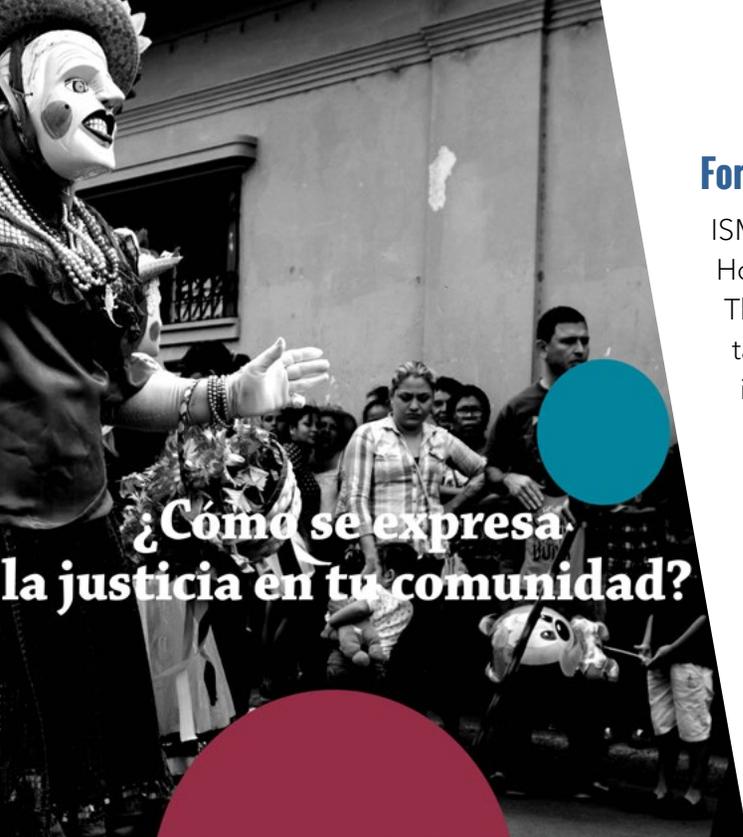
Oregon's Community Health Equity Grants are designed to strengthen community-led public health by resourcing organizations to define and deliver culturally responsive strategies tailored to local needs.

MG partnered with OHA's Public Health Division and nearly 200 community-based organizations statewide to support prevention and health promotion efforts in areas across adolescent and school health, overdose prevention, infectious disease, commercial tobacco, climate resilience, emergency preparedness, and healthy waters.

MG designed and facilitated an 18-month capacity-building program to strengthen participating organizations' communication, engagement, and fundraising capabilities. The program combined cohort convenings, program-area-specific sessions, topical workshops, and individualized technical assistance—offered in English and Spanish. Sessions emphasized practical application, blending peer examples, real-time problem-solving, and tailored coaching so organizations could immediately apply what they learned.

The learning model centered on relational exchange, intercultural engagement practice, and responsiveness to emerging needs. As a result, organizations clarified their messaging and public positioning, developed stronger cases for support, developed storytelling skills, and increased readiness for fundraising and capital campaigns. Participants also built new partnerships, shared resources across the network, and strengthened collaborative and volunteer relationships. Importantly, organizations improved their ability to reach and serve communities through culturally accessible outreach, equity-centered engagement strategies, and practical tools applied to real-world challenges—from commercial tobacco prevention to emergency preparedness and community health promotion.





## Ford Foundation: Pro-Democracy Narratives in Central America

ISMG worked closely with the Ford Foundation's grantees in Mexico, Guatemala, El Salvador, Honduras, and Costa Rica to advance and protect democratic values and principles and civic space. Through this process, ISMG leveraged work to identify what values resonate with people when talking about gender equality, rule of law, transparency, and accountability. ISMG's approach included the use of hope-based messaging to reach and engage broader stakeholders. ISMG worked with groups in public health, environment and sustainability, gender equality, anti-corruption, and judiciary independence, addressing enforced disappearances, freedom of expression, youth voice, and others. Groups ranged from collectives in rural communities to regional organizations and media outlets. The work also helped make connections to the dual benefit of protecting democracy and civic space. A core element of this project was providing rapid response communications support to groups that have been targeted, connecting immediate need to the strategic goal of protecting basic freedoms and rights.

## Building a Common Voice for Healthy Stream and River Systems

Across the Western U.S., many federal and state agencies, Tribes, NGOs, communities, and landowners are working to restore and conserve healthy stream and river systems. But the people who know the issue best would be the first to tell you there isn't a common way to talk about the work that inspires more investment in it. MG worked with a broad coalition of partners, convened by NRDC, to craft a common, nontechnical guide for people of all backgrounds to talk about stream and river systems and what can be done to improve their health. Advocates, restoration practitioners, natural resource managers, and others who work across the West co-created messaging and guidance on how to use it. The final product is a **communications handbook** with customizable messaging that practitioners can put to use right away. Today, the handbook is being utilized by practitioners in conversations with decision-makers at the federal, state, and local levels to speak more simply about healthy stream and river systems—and, most importantly, to increase the pace and scale of vital conservation and restoration efforts.





## **W.K. Kellogg Foundation: Supporting Narrative Change and Communications in Mexico**

ISMG worked with the W.K. Kellogg Foundation to support its grantees in Mexico to strengthen their narrative and strategic communication capacities to better convey the impact of their work and engage their priority stakeholders to achieve their goals. ISMG worked with over 45 organizations that are focusing on advancing gender, racial, health, and food equity. Based on a needs assessment, ISMG designed tailored trainings on narrative and social and behavioral change, communication strategy, and digital engagement including the responsible use of AI.

ISMG also worked with the foundation to leverage the Communication Hub developed by W.K. Kellogg Foundation, identifying needed adjustments based on cultural context. Peer learning sessions have been a key component of this work. All participating groups reported learning and applying new approaches and models to create either fundraising or communication campaigns. Examples range from the work of Indigenous women designers to increase their sales to helping businesses in the Yucatan acknowledge the relevance of speaking Mayan in the public square. Having strengthened their communication capacities, grantees are now positioned to shape not only their own organizational narrative but also to impact broader social narratives. This work is ongoing.



# RESPECT

Every older adult deserves respect.  
Recognize and report abuse.

## Oregon Department of Human Services: Abuse Reporting for LGBTQIA2S+ Older Adults

Abuse of older adults is on the rise. Older LGBTQIA2S+ adults often face unique barriers to reporting abuse, including fear of discrimination or retaliation, lack of awareness about available resources, and systemic biases within reporting systems. MG worked with the Oregon Department of Human Services (ODHS) to develop a strategy and creative campaign that raises awareness and activates people to recognize and report abuse. We conducted quantitative and qualitative research through discussion groups, interviews, and online surveys with key audiences to inform and test campaign messaging and creative. The resulting campaign, Respect, emphasizes that everyone deserves respect and gives people who identify as LGBTQIA2S+; their friends, family, and caregivers; and mandated reporters the tools to recognize and report abuse.

Campaign creative and messaging will be shared statewide, with an emphasis on remote/rural locations, through paid media, including radio, print, digital, and location-based (restaurants, community centers, clinics, etc.). Community partners are being activated with a toolkit of materials to reach the populations they serve with educational and campaign materials.





## First Nations Development Institute: Elevating the Voices of Native Justice

Native justice is expansive, rooted in sovereignty, land, cultures, ceremonies, languages, and values. Yet conversations about justice in the U.S. rarely include Native peoples, and Native voices are often rendered invisible. To counter that invisibility and elevate Native-led perspectives, First Nations Development Institute commissioned a multiyear project that brought together Native scholars, legal thinkers, artists, researchers, community leaders, and practitioners from across Indian Country. Contributions took many forms: essays, interviews, national surveys with Native and non-Native respondents, commissioned artwork, and a national convening to make meaning of the findings.

MG supported First Nations in synthesizing this extraordinary body of work into the report **Elevating Native Voices of Justice Across Indian Country**. The report centers Native expertise and shares insights in contributors' own words, reflecting diverse lived experiences, traditions, and cultural knowledge systems. It also surfaces opportunities for policymakers, land stewards, and philanthropy to change practice in ways that honor Tribal sovereignty and advance healing, repair, and self-determination.

We are honored to have supported this work guided by Native leadership, values, and creativity, alongside the contributing essayists, Tribal and nonprofit leaders, scholars, practitioners, and artists who carried this work forward. This report is meant to be read—and felt—in the voices of those who contributed to it.

## ELEVATING NATIVE VOICES OF JUSTICE ACROSS INDIAN COUNTRY:

Compilation of Research Findings  
by Native Leaders and Scholars



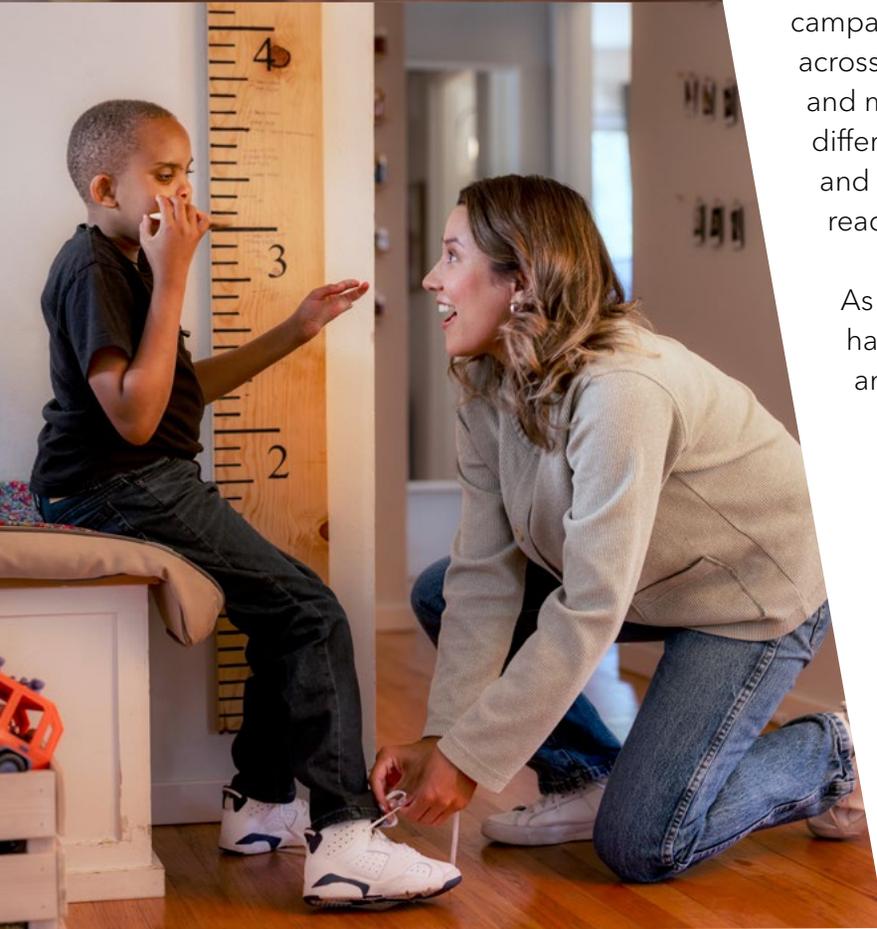


## Oregon Department of Human Services: Direct Care Workforce Recruitment

Oregon's home care workforce plays a critical—and often invisible—role in advancing well-being and health equity across the state. Home care professionals provide support for older adults and people with physical disabilities or mental health conditions. They enable people to stay in their own home or live in a community-based, home-like setting. There is a significant shortage of home care workers in the state of Oregon. This leaves thousands of families and individuals without options for consistent, high-quality home care in their communities. With older adults in Oregon now outnumbering children for the first time, it is estimated that by 2030 nearly 65,000 new home care workers will need to be hired in Oregon to meet the growing demand.

MG was engaged by ODHS and OHA to design and implement a statewide recruitment campaign to raise the visibility of home care work; attract new and diverse candidates across age, geography, and career trajectory; and improve access for multilingual and multicultural communities. Research informed a core statewide campaign, a differentiated outreach strategy tailored to communities speaking eight languages, and trusted messenger information-sharing through myriad cross-sector networks, reaching prospective applicants in every corner of the state.

As a result of this ongoing campaign, the **recruitment website** for home care roles has seen visits increase from a baseline of 2,400 visits a month to more than 75,000, an increase of over 3,000%.





## United for America's Lands

Breaking with 125 years of tradition, in May 2025, seven former U.S. Forest Service chiefs published a Denver Post op-ed syndicated across America. They wrote:

“Collectively, we have over 200 years of experience in public land management and have served under both Republican and Democratic administrations. We are adamant that divesting our public lands from public ownership would be a grievous error. We encourage all Americans to support the public servants who work for you and, most importantly, the public lands that belong to us and define us as Americans.”

Since that pivotal moment, MG has been coordinating the former chiefs' work to bring together the former heads of various federal land management agencies, NGOs, and business leaders in order to tap their wisdom, relationships, and influence at a pivotal moment.

The work is designed to:

1. Build a structure that unites former heads of all the federal land management agencies, nonprofit leaders, industry associations, and new Congressional land caucuses.
2. Broaden the focus from a primarily defensive strategy to stop public land sell-off to also generating novel solutions to the underlying challenges facing public lands and waters today.
3. Grow a truly bipartisan coalition of diverse interests (hunting and fishing, health, ranching, environment, forestry, outdoor recreation, etc.) that rarely find common ground but unite here around shared interest in America's lands and waters, and cementing a national narrative that builds public will for high-quality stewardship.





## Oregon Health Authority: Imagine Oregon Campaign Success Story!

The **Imagine Oregon Without Big Tobacco** campaign, which ran through spring 2025, was a branded, digital-first, multi-channel effort to shift social norms, shape policies and environments, and encourage people to take new supporting people in quitting and preventing tobacco industry marketing. MG managed campaign development and implementation, in deep engagement with an advisory committee that represented various communities of color, low-income communities, and rural community members across the state.



Most people agreed that the campaign got their attention and said something important

**89%**

GET MY ATTENTION

**81%**

SAY SOMETHING  
IMPORTANT TO ME

**65%**

ARE RELEVANT TO ME



In 2025, OHA released a **third-party evaluation** which highlighted “the success of this community-driven campaign (whose) messages resonated with the audience, boosted awareness, and increased likelihood to take action.” The report shows that the campaign reached 1 in 4 people in Oregon. Most said it got their attention (89%) and said something important (81%); 6 in 10 agreed the tobacco industry promotes tobacco to communities such as low-income neighborhoods, youth, and people who identify as LGBTQIA2S+—the primary movement-building message we were underscoring. An innovative evaluation method that MG brought to the table, ripple mapping, showed that our collaborative development and implementation approach engaged dozens of community partners across the state. Website traffic to the OHA’s **Smokefree Oregon** online resources quadrupled, linking people to resources to quit or help others quit, and to stand up to Big Tobacco.



# Thank You to our 2025 Clients



# Exchanging Ideas

Every year, thought leaders at MG/ISMG explore new ideas, create new models, and test existing ones by applying them to our work. Our team shares their lived experience, expertise, learning approach, and points of view through: hosting convenings, public speaking, articles, media interviews, podcasts, civic participation, leadership, and service.

Visit our **ideas page** to find articles, tools, and resources.



**Vernice Miller-Travis** was featured on the Perspectives on Sustainable Development **podcast** to reflect on the history of the EJ movement and why it's relevant today, now more than ever. In this powerful conversation, Vernice, joined by the National Wildlife Federation's **Adrienne L. Hollis, Ph.D., J.D.**, reflects on the personal experiences that led her into environmental justice work and the progress and challenges that remain.



**Ximena Canseco Michel** presented at the Central American Donors Forum 2025 with Seattle International Foundation in Guatemala to discuss how the rise in the authoritarian right across Central and South America (and globally) is not just a political crisis, but a narrative one. These movements don't rely only on elections or policy; they advance through narratives rooted in white supremacy, racial hierarchy, fear, and exclusion. They redefine who belongs, whose lives matter, and who gets access to justice, safety, and dignity. Ximena presented on the work of MG and ISMG conducted over the last few years researching why anti-democratic narratives are resonating and what it would take to counter them. In her presentation, she noted that across 19 countries, MG/ISMG found that people haven't rejected democracy, but that a counter-narrative is needed that connects democracy to everyday life: to safety, family, dignity, belonging, and the ability to imagine a future.



# The Chronicle of Philanthropy

OPINION

## To Protect Democracy, Tell a Better Story About Why It Matters

Philanthropy leaders recognize the need to counter authoritarian narratives but aren't sure where to begin. Here's a game plan.



### Eric Friedenwald-Fishman

In an unprecedented year, Eric Friedenwald-Fishman and our partner Shannon Green, CEO of Philanthropy for Active Civic Engagement (PACE), co-authored a piece in the Chronicle of Philanthropy highlighting the critical need for effective pro-democracy narratives and sustainable support for nonprofits and movements to counter authoritarian narratives and actions and increase public support for democratic principles. [Read the op-ed](#) and tell us what you think. In 2025, Eric also presented on defending and improving democracy in a plenary at the American Public Health Association's Policy Action Institute, and at United Philanthropy Forum's Bold Ideas, Bold Action conference.

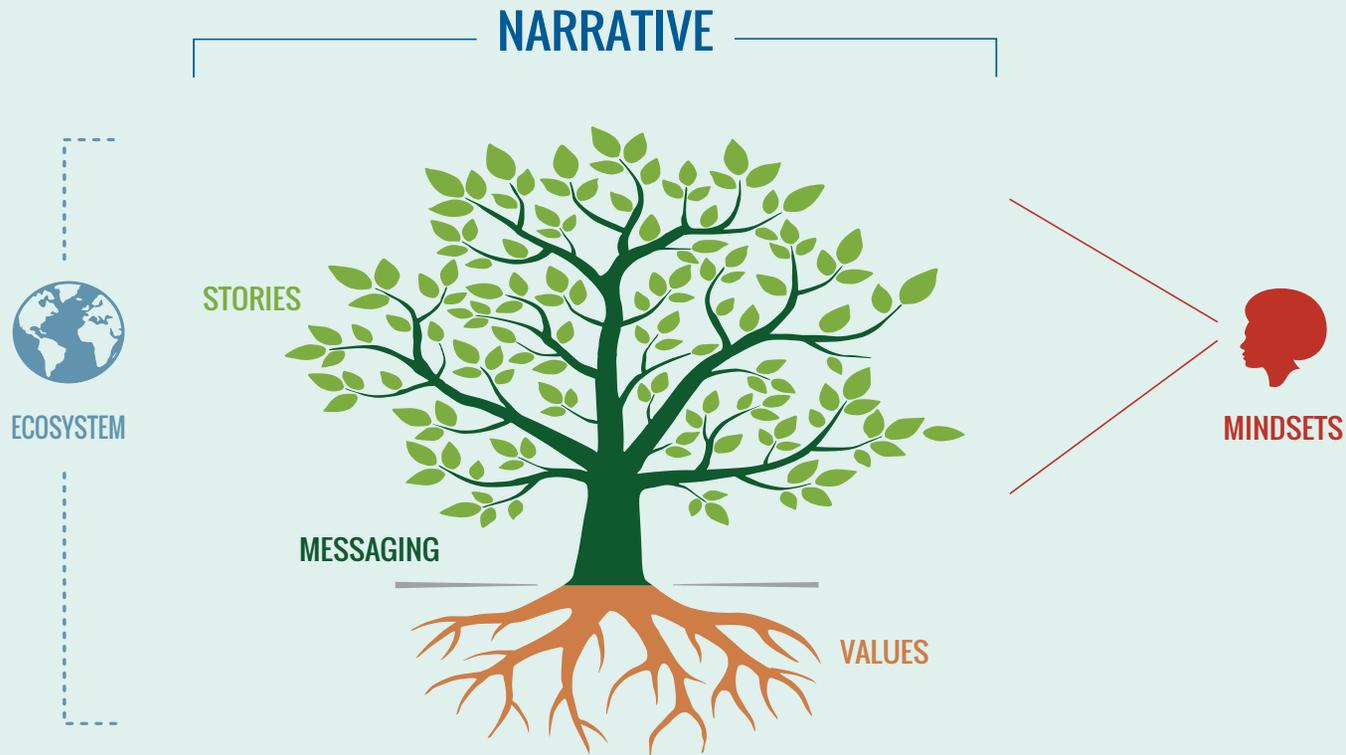
### Kirsten Gunst and Kevin T. Kirkpatrick

presented at this year's National Conference on Health Communication, Marketing, and Media (NCHCMM) in Atlanta. Kirsten discussed the need for shifting ownership in public health communication and Kevin presented on seizing control of the public health narrative and agenda in these precarious times. Their panels brought together leaders in government, academia, nonprofits, and public health to exchange insights, strategies, and innovations.



# Convening Together

MG/ISMG hosted a number of convenings to bring together change agents to explore current trends, issues, opportunities, innovations, and approaches to narrative.



**Rodolfo Córdova Alcaraz**, along with international partners from El Salvador, the Philippines, and Kenya, and Dr. Beverly Wright, our partner from the Deep South Center for Environmental Justice, conducted a panel discussion in September on Narrative Strategies to Protect People, Rights, and Democracies. This workshop took place during the United Nations General Assembly week at the Ford Center for Social Justice. Rodolfo presented key learnings from our global research on pro-authoritarian and pro-democracy narratives and new evidence-based narratives that advance human rights, civic space, and democracy.

**Kevin T. Kirkpatrick** In September, Kevin Kirkpatrick led a webinar discussion and exploration on how narrative change drives real-world impact. Kevin presented MG's narrative model: **Narrative: A Powerful Lever for Social Change**, followed by a workshop on how to use the tools in the model including how to build out the components of a social change narrative, how to map the existing landscape, and how to identify your stakeholders.

**Pro-Democracy Narrative Playbook** In December, along with our partners PACE and the Kettering Foundation, we launched the **Pro-Democracy Narrative Playbook** initiative with a webinar attended by more than 200 people. We shared the new resource and facilitated a spirited discussion about the power of a new narrative at this moment.



# Commitment to Community and Justice

We are proud of our team's service and dedication as board members and volunteers in the communities in which we live and work. In 2025, our team dedicated time, expertise, and resources to a number of organizations and nonprofits including: CapitalPlus Exchange, Central City Concern, Chesapeake Bay Trust, Community Vision, Immigrant and Refugee Community Organization (IRCO), Latino Network, Maryland League of Conservation Voters, Mt. Hood Ski Patrol, National Community Reinvestment Coalition, National Indian Child Welfare Association, Nriya Mandala Mahavihara, Oregon Business for Climate, Partners in Diversity, Seeding Justice, The Dougy Center, The Patuxent Riverkeeper, WE ACT for Environmental Justice, and Willamette University. The MG team gathered donations to conduct a food drive for Virginia Garcia Memorial Health Center. The donations helped several families in Washington County during the government shutdown.

MG is proud to be a **Certified B Corp** and ISMG is proud to be a **Certified Sistema B**, meeting the highest global standards for social and environmental responsibility and governance accountability. As a mission-based B Corp that strives to lead with our values, we are committed to leaning into improving our internal culture and ensuring our team brings the talent, experience, perspectives, and skills to best serve our clients and advance results for the broad constituencies they serve. MG lent its voice, and engaged other businesses and organizations to lend theirs, to support ending houselessness; expanding behavioral health services; and advancing rights respecting technology policy, democratic values, anti-authoritarianism, civic space, LGBTQIA+ rights, and more.

We were also thrilled to host mission-aligned events for other organizations to convene and collaborate at **The Public Will Building** (TPWB), the community impact hub MG created and sponsors in Portland. In 2025, we hosted dozens of board meetings, retreats, planning sessions, workshops, community convenings, speakers, and even the launch event for a book of poetry. We were honored to support Central City Concern, Oregon Department of Health and Human Services, North Star Civic Foundation and the Bull Run Center, Ocean Outcomes, Sightline Institute, The Street Trust, and Transition Projects.



# Staff Promotions



**Debra Clark**  
senior director



**Ximena Canseco Michel**  
director at Impacto  
Social Metropolitan Group



**Matt Baer**  
vice president of  
client services



**Monica Cho Brewer**  
vice president of new  
business development



**Ziara González-Nieves**  
senior director

We are pleased to share that over the past year, five members of our team have been promoted in recognition of their dedication, performance, and continued professional growth.

These promotions reflect not only individual achievements, but also our company's ongoing commitment to developing talent from within. Each of these team members has consistently demonstrated strong leadership, accountability, and a willingness to go above and beyond in support of our goals.

Please join us in congratulating our colleagues on this well-deserved milestone. Their success is a testament to the collaborative culture we strive to maintain and the opportunities available for growth within our organization.

Meet our full team at [metgroup.com/our-team](https://metgroup.com/our-team).





## Thank you

We are deeply grateful for the trust and partnership of our clients, collaborators, volunteers, and communities. Together, we are advancing a shared vision to create a more just, healthy, and sustainable world.

In a moment defined by division and uncertainty, we choose connection. We invest in narratives that expand what people believe can be true, strengthen movements that protect and advance shared values, and elevate creativity as a force for innovation, belonging, and change. We continue to build the capacity of organizations and movements to communicate, advocate, and engage more effectively. Above all, we believe in and help amplify the power of voice as a driving force for meaningful and lasting change.

As we look ahead, we remain committed to collaborating with you: learning together, convening boldly, and turning vision into impact in the year to come.

- The MB/ISMB Team  
[metgroup.com](http://metgroup.com) [metgroupmexico.com](http://metgroupmexico.com)





# Strategic Communication Intercultural Engagement Organizational Strategy and Innovation

**For Inquiries,**  
**e-mail:** [hello@metgroup.com](mailto:hello@metgroup.com)  
**follow:** [@metgroup](https://www.instagram.com/metgroup)



Metropolitan Group crafts strategic and creative services to amplify the power of voice of change agents in building a just and sustainable world.

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