

# Who we are

## Goal

Mindwize aims to be the most successful international, creatively driven and data-inspired agency for non-profit and social enterprise organisations.

### Data - Creativity - Impact

Mindwize is an international, creatively driven and data-inspired agency with over 25 years' experience developing effective campaigns for non-profit and social enterprise organisations.

Helping to make the world a little bit better.

### Our vision

*what we stand for*

We are leaders in our industry and do what we say: help create the most impact for our customers in the non-profit and social-enterprise sector.

Together we can make the world a better place.

We can achieve this by combining data and creativity to create effective campaigns that inspire people to act.

### Our mission

*what we believe in*

#### We believe...

#### ... in social responsibility

We want to be the most successful international agency in the non-profit and social enterprise sector. When we succeed, our customers succeed in making the world a better place.

#### ...in dialogue marketing

We believe in the quantifiable results of dialogue marketing. We believe this is the best strategy for being effective, interactive and personal. Building up lasting and valuable relationships with donors, supporters and clients.

#### ... in methods that work

We are a stable, reliable partner for our customers in an ever-changing world. We enthusiastically embrace new ideas and innovations, while remaining critical. Our goal is to translate new techniques and innovations into effective methods that deliver reliable and sustainable results for our customers.

#### ... in quantifiable results

Everything starts and ends with data. We base our strategies and campaigns on quantifiable behaviour of donors and supporters.

#### ... in mutually valuable relationships

When you listen carefully to donors and customers and give them something valuable in return, they remain loyal to you. This is why we always look further than the next campaign. We believe that building valuable relationships between our customers and their donors provides the best long-term value. This is why we also believe in building valuable relationships with our customers, employees and suppliers.

#### ... that knowledge should be shared

We share our knowledge and experience with our customers and other interested parties, so we can grow stronger together.

#### ... in doing business sustainably

We use and work with the same ideals as our customers, namely respect for people, nature and the environment.

That is why Mindwize works exclusively for organizations that are committed to the public interest who deliver their services without discrimination of any kind - including on the basis of race, political beliefs, religion, sexual preference and/or gender.

#### ...in thinking internationally and working locally

Technological developments have no boundaries, but cultural differences remain. This is why we think internationally and work locally.

#### ... in healthy growth

We want healthy growth for our organisation, so that we can continue to build long-term relationships with our customers.

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