



STCK Design Q & A

STCK Design is a women-owned and operated, creative agency and social enterprise focused on the needs of mission-driven organizations and building community. The team includes the four founders: Kali Auckly (Executive Director), Sara Roberti (Executive Producer), Taylor Barnes (Creative Director), and Colette Grampre (Developmental Director), along with a network of creative and industry professionals. Their diverse skill sets have helped them come together as a highly effective team.

When did you start STCK Design and what led you to start it?

Kali: We started STCK Design in November 2019. Our first meeting, and what brought us to that point, was a collective lifetime pursuit and passion for social justice and global health. Over time we started to integrate and eventually found that our different skill sets fit the mold for this business and what we want to do.

What does STCK Design do?

Taylor: We came together as STCK Design from various industries with different backgrounds and wanted our company to represent the convergence of all our experiences. So, our skillset as a whole does not just necessarily anchor in design. We also create content, produce, and support mission driven businesses and organizations with strategic planning, web-presence analysis, branding, social media management, fundraising, and overall creative direction.

Kali: We provide the bridge between curated/custom design (web design, graphic design, content, branding, photography, events, video, etc.) and mission-driven org's and entities. Internally, the four founders do most of the work and when necessary we outsource to our incredible network of vetted artists and specialists--which is really exciting and growing every day. Our team is a one-stop shop for creative needs while also being highly attuned to the industry and importance of building relationships and trust when dealing with sensitive information and populations. Most of our work is customizable and we start by taking time with the client to listen and learn and listen some more. It's our highest priority to ensure that our client's mission is accurately represented in our work.

What are your future goals for STCK Design?

Kali: It's an interesting question right now because you know we're sitting here on Zoom, talking online, not in person. We started this business before COVID and we've since pivoted our primary focus to online events. So, right now our short term goals are helping nonprofits whose fundraisers have been cancelled. We also believe that it's a great time



for new outreach and relationship building with networks, both internally and for our clients. For clients, we have a multi-pronged approach for growing new audiences/donor base that includes support with web presence and tuning up social media and community engagement. It's essential that mission-driven org's utilize social media as a tool for recognition, especially now. If nonprofits rely solely on older-generations, where will the donors be in 30 years? It's important to start building donor relationships early in life-- they say the earlier you gain support the more likely the person will be a lifetime donor. Working towards an incredible mission is a marathon, not a sprint, we are here to ensure the longevity of our client's effort via the elevation of web presence on a variety of platforms with different groups and ages. So, yeah, our overall goal is to support the hard-work and longevity of mission-driven org's and entities by updating aesthetics, approach, and donor populations. We also have a lot of exciting plans for the future, stay tuned!

What projects are you working on right now?

Taylor: Currently, we are hosting a virtual variety show (Virtual Show for Good) to raise funds for The Cupcake Girls, a nonprofit that provides holistic resources and services to sex workers, as well as aftercare for individuals affected by domestic sex trafficking. The work they have done and continue to do is remarkable and deeply impactful. STCK paired with a local variety show, Brain Bang, to co-create and produce Virtual Show for Good, which is our combined efforts to lend support for non-profits whose fundraisers were cancelled due to COVID-19. The show is an all out entertainment event made up of comedic sketches, collaborations with local businesses, and a wide range of performers, speakers, artists, you name it. We take very seriously the importance of sharing our platform through this show to support Black, Brown, Indigenous, and Persons of Color artists and business owners.

What is your connection to GlobalPDX?

Kali: When I was in grad school, I went to a GlobalPDX conference. The spokesperson from Health & Harmony gave a presentation and I was impressed with their message and use of the Global PDX platform. Then, I met Jen at Development Drinks and the rest is history!

What projects have you worked on with GlobalPDX?

Kali: GlobalPDX is a sponsor for Virtual Show for Good! They've helped us promote the show on social media, and share our flyer in the monthly GPDX newsletter. In our



last show, Jen had a live speaking part, it was really fun! Right now, we're also working in collaboration with Jen on the web-presence and brand aesthetic of GPDX.

What advice do you have for our community during this time of crisis?

Sara: Connectivity is very important. I think from what we see in our immediate community, it's very much present and people are staying connected through Zoom mostly, but, just the idea of mutual aid and helping each other out is important. What we're trying to do with Virtual Show for Good, is to also bring in and highlight other small businesses, black-owned businesses, and organizations that do similar things. STCK is building community through collaboration and networking.

Taylor: If I was to give any bit of advice during this time, it would be to take advantage of the available access to information as well as the abundance of time we have to educate ourselves. This is the time; it is easy to make excuses, and we all have, as to why we don't have time for this and that, but it's blatant that ignorance is no longer an excuse. We can immerse ourselves in the channels of information and resources all around us and utilize technology to authentically contribute to the civil rights movement and the effects of the global pandemic. This is our work to do.

Sara: There's a lot out there and there's obviously different opinions and biases but for me personally repurposing social media as a tool for information has been good. It's no longer scrolling Instagram or Twitter for mindless content, it's about locating the powerful exchanges that are existing on these platforms right now.

How can people get involved with STCK Design?

Kali: We are a friendly bunch of gals over here who love to Zoom! We're always bringing people together and building community. So, please visit our website, www.stckdesign.com, follow us on Instagram @stckdesign, or send us an email at hello@stckdesign.com. We'd love to meet you, wherever you are right now as an artist, creative, industry professional, or seeking support as a mission-aligned non-profit or business. We love to collaborate and we are here for you!

What would you recommend to young entrepreneurs looking to start their own business?

Taylor: What I found to be the most eye-opening, not to mention empowering, asset to starting a business was the way each member's individual strengths can complement one another and allow the opportunity to hone and develop the particular skills you are most drawn to. For the first time in any project I've been involved with, I can trust and defer to



my teammates for support and focus more intensely in the areas where I thrive most. Starting a business alone is a big feat and not an easy one. Share the weight.

Kali: Building a team of people that compliment each other, like we do, has been the most important thing. By complimenting each other's skill sets, we've removed the need for competition and instead found trust and respect.

Sara: Also creating a need for something, we knew that there was a need for this. Whatever your medium is, if you believe that there is a need, you can create a market. Obviously there will be times of discouragement, so it's important to remain confident and truly believe in your capabilities.

Kali: I definitely echo Sara in the importance of finding your passion. Also, you have to be organized down to a level of detailed precision. Organizational skills are required for starting a business, we all bring great skills and ideas together, but without organization of our thoughts, actions, and schedules, nothing would get done. Organization is the precursor to action.

How do you think global change can be amplified through a strong community?

Kali: Global change happens when we take time to truly listen, experience the world, and decipher where our individual passion for change exists. Everyone has a different order of priority when it comes to global health, so, it's important we stay true to ourselves while also finding like-minded people working towards the same goal.

Taylor: In terms of global change, connectivity is monumental. People are motivating each other to actively speak up and step outside of their comfort zones with deeper conviction than ever before. It's impactful and meaningful work and is truly inspiring to witness and even more so to participate in a community that has come together the way Portland has.

Kali: It's a full circle back to what we said before; networking, building little communities of like-minded people so that you can go take on the world together and make things happen.

More information about STCK Design can be found on their website www.stckdesign.com or their Instagram @stckdesign.