Corporate Social Responsibility Work

The Challenge: Prepaid debit card company RushCard wanted to publicize its community-building initiatives to build brand loyalty, connect to its customers and the communities it serves, and reinforce the mission of the brand and the values of Co-founder Russell Simmons.

Our Strategy: Co-founder Russell Simmons became extremely concerned about youth gang violence plaguing many neighborhoods in urban areas where RushCard customers live. At his urging, TASC identified anti-violence initiatives in major markets where the company had strong customer bases, including New York, Chicago, Los Angeles, Cincinnati (where the company is headquartered) and Baltimore. TASC helped develop strategic partnerships with these organizations, sponsoring programs that included mural painting, a basketball tournament between police and local youth, hundreds of high school students pledging for peace, and an initiative at New York’s Rikers Island Youth Detention Center. We leveraged Simmons’ reputation and participation in activities to connect with customers in each location. Simmons also personally delivered water to residents of Flint, MI, during that city’s water crisis.

Results: TASC’s work generated over 500 media hits in national and regional outlets including The Los Angeles Times, The New York Times, Cincinnati Enquirer, CNN, the New York Daily News, FOX Business Network, BET, Yahoo! News and the AP, which amounted to more than 161 million media impressions.