



PILMERPR BENEFIT LLC

ANNUAL CSR REPORT
JAN • DEC 2018



WWW.PILMERPR.COM

FIRST DO GOOD, THEN TALK ABOUT IT

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STATEMENT FROM CEO JOHN PILMER

Last year, I had the privilege of playing a significant role in the government initiative HB 186, Benefit LLC. I was recruited by the sponsors of the Utah State Representatives and P3Utah, an organization that educates, supports and improves business sustainability. I appeared 3 times in front of senate committees to discuss the value of Benefit LLCs to the state of Utah. Each time, the committee voted unanimously to pass the bill. I also consulted with bill sponsors on communication issues related to the bill throughout the process.

To me, the Benefit LLC designation is not just some kind of marketing ploy. I really enjoy helping companies be good, do good and then talk about it, if necessary. I donate 20% of my time each month to community involvement. If we want to create a world where everyone continues to live and thrive, corporations need to be accountable to people, planet, and profits. The Benefit designation for both LLCs and corporations is necessary to allow companies to pursue this social responsibility without breaking the trust of stakeholders.

I'm grateful I played a key role in passing HB186 so now LLC's can have this unique public facing declaration for all of the behind the scenes efforts they have been doing for years now.

John Pilmer, APR, PilmerPR CEO



HOW HAS PILMERPR PURSUED A GENERAL PUBLIC BENEFIT DURING THE LAST YEAR?

PilmerPR is a purpose-driven public relations and marketing communications firm focused on three main benefits:



1) Green initiatives - For more than a decade, PilmerPR has had a strong emphasis on green initiatives both internally and for clients.

2) Community involvement - PilmerPR supports team members in dedicating both paid and unpaid hours towards community causes that align with the goals of our organization.

3) Education - As a team, we work to show clients the value and importance of corporate social responsibility (CSR).

AN OVERVIEW

Since becoming a BLIC, we have had the opportunity to redouble our efforts in choosing clients who share our vision, continuing client and public education surrounding CSR, and dedicating volunteer hours to community causes that align with our own.

HOW DO OUR GOALS FOR OUR CLIENTS DIFFER NOW THAT WE ARE A BENEFIT LLC?

As a Benefit LLC, PilmerPR has redefined our mission statement to focus on 4 different areas for our clients:

1) **Building community trust.** The Benefit LLC designation gives us the opportunity to be transparent about our goals, which improves relationships with our stakeholders. We pass this knowledge and advice onto our clients.

2) **Economic impact.** We emphasize the merits of corporate social responsibility and the impact doing good ultimately has on the bottom line as we direct our clients' decision-making and communications processes.

3) **Marketing advantages.** While the BLLC moniker is not a marketing ploy, it can be used to gather positive press if a company lives up to the expectations of this designation. This puts eyeballs on our client brands in both the general media and in investor circles.

4) **Focus.** Many new and established companies face similar challenges in the way they structure their mission and goals. While the bottom line should prevail in business, secondary goals make a huge difference in operations. Using the Benefit LLC designation can help companies focus on the issues that matter to them, which in turn helps generate more business.



WHAT DOES PILMERPR SPECIFICALLY DO TO CREATE COMMUNITY BENEFIT?

PilmerPR is focused on both our own social responsibility and that of our clients. We uphold our commitment to doing good through the following ongoing initiatives:

- Mentoring aspiring public relations professionals by providing quality internships for university students and new graduates.
- Sustainable practices, including a 100% sustainable solar home office. All PilmerPR team members telecommute, significantly reducing our carbon footprint.
- Family-first policy that allows team members to work outside of regular hours in order to raise children and spend time with loved ones.
- An annual fundraising event focused on a local cause.
- Community participation, including board participation with the following: Utah Venture Entrepreneur Forum, BSA Marketing committee, Gingerbread House Festival, 1 Million Cups, and the Utah Valley Clean Air Task Force.
- Community service, including volunteer hours, mentoring, and guest speaking.



A CLOSER LOOK AT PILMERPR'S PUBLIC INVOLVEMENT IN 2018

The next two pages describe specific events that PilmerPR donated their time and resources towards in 2018.

UnConference: The One Day Utah Sustainability Challenge.

PilmerPR CEO John Pilmer was a speaker and a panelist at the P3 Utah Unconference. The Unconference is a one-day event where business leaders and committees talk about how business can lead itself, the government and our customers from the bottom up to create a sustainable Utah.



UVU Sustainability Day

John Pilmer also participated as a panelist at UVU Sustainability Day, which focuses on sustainability values, environmental stewardship, economic growth and social opportunity.

President of P3Utah, Steve Klass, wrote this in appreciation:

"Thank you so very much for serving as a challenge workshop facilitator at our P3 Conference last week. Participants were very engaged in your sessions. You had both the hottest topic and the greatest draw. Thanks for being such a good sport as I took participants out of their seats to keep all topics covered. We had a very heartfelt and compelling outcome at the end of the day..."

Thanks again for helping to make our annual event a substantial success and kick-off for the fall sustainability season!"



A CLOSER LOOK AT PILMERPR'S PUBLIC INVOLVEMENT IN 2018 CONT.

Blue Haven Foundation Family 'Fun'Raiser

PilmerPR team members donated over 40 + hours to put on the 4th annual Family 'Fun' Raiser Concert. All proceeds went to the Blue Haven Foundation and its mission to support families of law enforcement officers who have died in the line of duty.



Utah Valley Clean Air Task Force Board Member

John Pilmer has served as a member of the Utah Valley Clean Air Task Force for several years. His roll within the committee helps messages surrounding education on pollution reach new audiences



THIRD PARTY ASSESSMENT

We chose to use an abbreviated form of the B Impact Assessment from **B-Labs** to determine our benefit impact, and plan to use a similar version of the standard in future reports. Please note that we don't use the entire assessment because, being a very small LLC, not all of the standards apply.

Workers

1) Employment Practices

The PilmerPR team is composed of a wide array of PR professionals and college interns domestically and abroad. This includes talented “stay-at-home” parents who seek to be closely involved with their children, but contribute to the communications workforce. These workers might not otherwise be enabled to contribute their talents to the economy.

2) Work Environment

With many work-at-home parents contributing to our company, it is extremely important for the PilmerPR team to have flexibility in their working hours. Team members have large discretion in when they choose to do the bulk of their work, as long as they continue to provide high-quality content and strategy for clients, and meet various deadlines. Under the leadership of the CEO, this flexible working model provides our clients with access to talented people who are able to creatively solve problems, and provides our team members with opportunities to grow in their careers in an unconventional way.



THIRD PARTY ASSESSMENT CONT.

Environment

1) Energy Use

Through the course of business, no products are manufactured or shipped. The majority of client meetings are conducted over video or phone conference to keep carbon emissions at a minimum. PilmerPR also has a strong commitment to community education about protecting our environment, including outreach to our clients.

2) Facilities

The home office of PilmerPR is completely powered through solar energy. Additionally, all employees telecommute, again, keeping carbon emissions to a minimum.

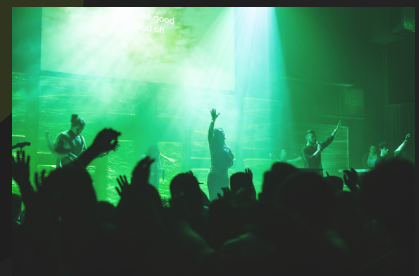
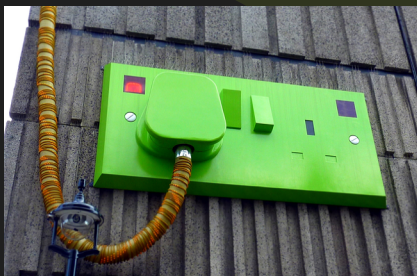
Community

1) Local

CEO John Pilmer has served on multiple community boards, as noted above. These organizations are carefully chosen because of their impact on our local community. They each provide a vital service: youth outreach, pollution control, entrepreneurship, and community mentoring.

2) Charity/Volunteerism

PilmerPR dedicates a portion of working and non-working hours to an annual fundraiser benefiting law enforcement and their families in Utah. This has proven to be very successful and makes a decided impact on the local community.





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