



PILMERPR BENEFIT LLC

ANNUAL CSR REPORT
JAN • DEC 2019



WWW.PILMERPR.COM

FIRST DO GOOD, THEN TALK ABOUT IT

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STATEMENT FROM CEO JOHN PILMER

In the current economic and social climate, it is more important than ever that companies assess their impact on the communities we serve. At PilmerPR, a Benefit LLC, we believe strongly in the triple bottom line: people, planet and profits. Social responsibility is an essential part of any solid business strategy, and it need not come at the expense of stakeholders. The Benefit LLC designation is an important part of that capability.

That's why my team spent 2019 dedicated to promoting great companies—the kind of responsible clients who peddle clean energy, technological advances, and good clean family fun. We make it a priority to show the brands we are privileged to come across the social and intrinsic value in supporting the causes they (and their customers) are passionate about.

More than that, myself and my team members take our designation as a BLLC seriously in our own company culture and values. Through a combination of volunteer and paid hours, as a group we participated in education programs, fundraisers, local community boards and mentoring young professionals. Further, I have invested in a business model that allows professionals to continue their career path in a non-traditional way. The PilmerPR commitment to social responsibility has given hundreds of hours back to families and eliminated around 14 tons of carbon emissions by bypassing the commute to work.

Our socially responsible philosophy didn't begin with the Benefit LLC designation, and it will continue to thrive as long as PilmerPR is in business. As the CEO of the 2nd BLLC designated company in the state of Utah, I am so pleased to represent our community in the steady progression towards more sustainable ways of doing business.

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 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 2019

The next two pages describe specific events that PilmerPR donated their time and resources towards in 2019.

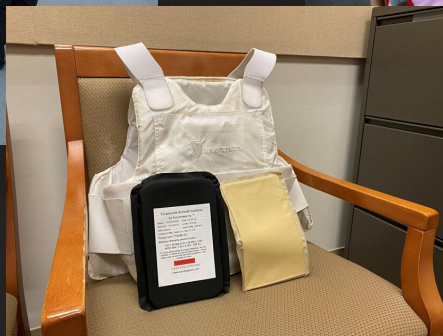
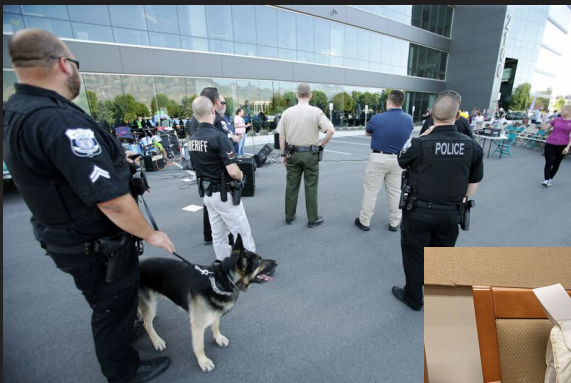
Utah Valley Clean Air Task Force: Utah Valley Visioning

PilmerPR CEO sits on the board for the Utah Valley Clean Air Task Force. This year the Task Force focused on creating a long-term game plan for a more sustainable community by 2050. The CEO played a role in the goal setting for the project called Utah Valley Visioning. Utah County residents envision clean air to ensure a healthy, prosperous future for themselves and their community. The task force helped draft a plan that focused specific goals and objectives for better air quality, water, agriculture, open space, housing, transportation, workforce, and education in Utah Valley by 2050.



5th Annual Blue Family 'Fun'Raiser

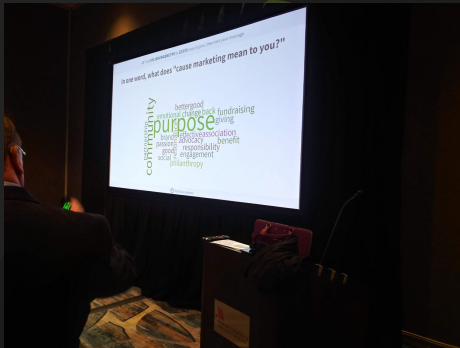
PilmerPR team members donated over 80 + hours to put on the 5th annual Family 'Fun' Raiser Concert. All proceeds went to the Blue Line Ladies and its mission to purchase bulletproof armor plates for police departments to better protect police officers during duty. This year we involved the community and law enforcement officers more by inviting the Highway Patrol's office and its seat belt simulator, former Miss America, a live band, local martial arts groups, a donated bouncy house and water dunk tank. PilmerPR landed press coverage in local KSL, Deseret News, and Daily Herald publications. Photo credit Deseret News and Daily Herald.



A CLOSER LOOK AT PILMERPR'S PUBLIC INVOLVEMENT IN 2019 CONT.

PRSA International Conference in San Diego

PilmerPR CEO spoke at the PRSA International Conference in San Diego in October 2019. He spoke about corporate social responsibility and takeaways on how companies could implement a CSR plan. The audience loved his interactive "get-to-know you" model using a multimedia survey technology.



Team Members Volunteer Too!

The focus of PilmerPR on remote work allows team members to come from different walks of life and participate more fully in both their careers and their family responsibilities. Over the last year, this model allowed one team member 450 hours of time with her children that they otherwise would have spent in the care of others. Working women especially need more access to this type of steady and flexible employment to allow talented individuals to return to the workforce on their own terms. PilmerPR is proud to be a positive example of how those relationships can benefit all parties.

Many of the PilmerPR team members volunteer in the community as well. One of our team members is very involved with the board for the Salt Lake chapter of PRSA. The team member is on the communications team and helps with email and promotion for the events.

For the past two years, one of the PilmerPR interns, a student at Brigham Young University, volunteered as a Program Director through BYU's Y-Serve office called Cougar Coaches. The intern coached 50+ children in several different sports, helped provide training to dozens of volunteer student coaches, and worked extensively in marketing/recruitment for the program, completing over 200 hours of service during this time period.

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.

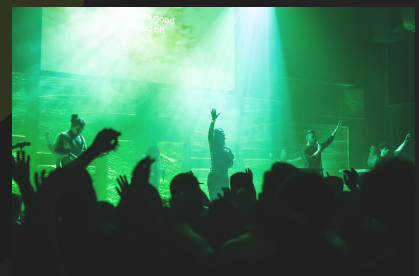
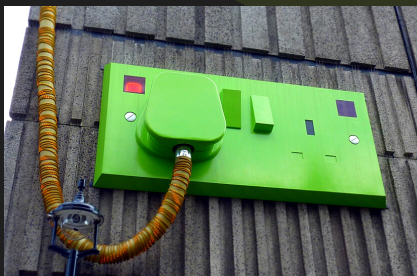
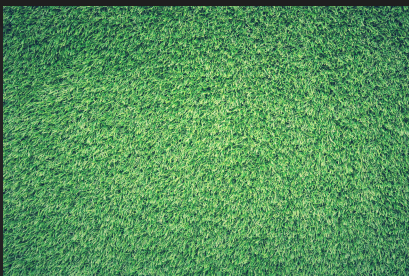
Community

1) Local

PilmerPR CEO 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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