

PILMERPR, A BENEFIT LLC

ANNUAL CSR REPORT
JAN-DEC 2022



STATEMENT FROM CEO JOHN PILMER



A LETTER FROM THE CEO

The world is constantly changing, and recent years have ramped up the pace of that change to a dizzying speed. In the frantic rush to evolve to a hybrid work model, solve supply chain issues and meet the constantly transforming needs of consumers, many businesses have left thoughts of their corporate citizenship behind.

Not PilmerPR. And not our clients.

As one of the first Benefit LLCs in the state, PilmerPR is dedicated to doing business with a positive influence on the planet and a big impact on people, and we encourage our clients to practice the same principles.

PilmerPR is about more than making a profit. It's about empowering workers and demonstrating that a more sustainable, people-friendly business model is not only possible, it can flourish.

My team and I have been championing the idea that profits do not have to come at the expense of the people who make them possible for almost two decades. But we never rest on the laurels of the past. As Dr. John C. Lilly is rumored to have said, "Our only security is our ability to change." We know that the world will continue to move forward at a breakneck pace. We know technology, consumer preferences, new generations and geopolitical forces will all change the way we do business.

What we refuse to accept is that changes in the way we earn a profit mean leaving people or the planet behind. The shifts in the global business climate over the last few years, and the inevitable transitions we will face on the way toward progress in the years ahead will never alter the core values of our organization.

We welcome change. After all, done well, change is a tool we can use to make the world a better place.



BENEFIT FOCUSED

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

1) GREEN INITIATIVES

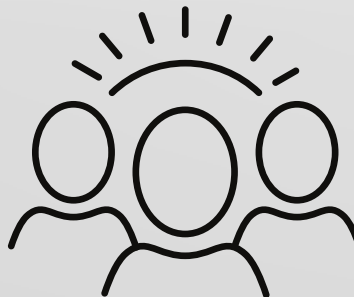
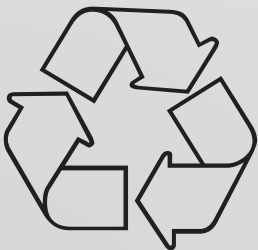
For more than a decade, PilmerPR has had a strong emphasis on green initiatives both internally and for clients.

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 BLLC, 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.



GOALS

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

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 work remotely, significantly reducing our carbon footprint.
- Family-first policy that allows team members to work flexible hours in order to raise children and spend time with loved ones.
- An annual fundraising event focused on a local cause.
- Past and present community participation, including board participation with the following: Utah Live Concert Foundation, PRSA, Pillar of the Valley, Utah Venture Entrepreneur Forum, BSA Marketing committee, Gingerbread House Festival, 1 Million Cups, and the Utah Valley Clean Air Task Force.
- Community service, volunteer hours, mentoring, and guest speaking.



A CLOSER LOOK AT PILMERPR'S PUBLIC INVOLVEMENT IN 2022

COMMUNITY INVOLVEMENT THROUGH ROCK MUSIC

PilmerPR has been involved with the community through collaboration with Utah Live Concerts Foundation (ULCF). ULCF is a 501c3 non-profit that provides professional, family-friendly events that are cause-related and advance communities. As co-founder and communications chair, John Pilmer dedicated \$4,000 in time last year to the success of the foundation.

In July and August of 2022, Utah Live Concerts Foundation delivered the Payson "Here Comes the Sun" Rock Festival and the Orem "Come Together" Rock Festival. Over 40 bands performed to an audience of around 4,000 fans.



A CLOSER LOOK AT PILMERPR'S PUBLIC INVOLVEMENT IN 2022 CONT.



TEAM MEMBERS VOLUNTEER TOO!

Each member of the PilmerPR team donated to the KYIV Independent Newspaper in Ukraine to help with the getting accurate news out to the world about the war in Ukraine. Many of PilmerPR team members volunteer in the community as well::

One team member donated more than 50 hours in organizing and implementing weekly activities for youth throughout the year.

Another team member served over 100 hours as service coordinator for her church in both the women's organization and children organization.

One team member organized compassionate service efforts in her neighborhood. She gathered volunteers to make meals for new mothers and individuals in health crisis.

And lastly, another team member dedicated more than 50 hours in school classrooms and church service.



TEACHING CLIENTS TO PRACTICE CORPORATE SOCIAL RESPONSIBILITY

PILMERPR IS ALSO COMMITTED TO ASSISTING CLIENTS IN THEIR RESPECTIVE EFFORTS TO GIVE BACK TO THE COMMUNITY.

In 2022 our clients did the following as part of their CSR plans: PilmerPR helped plan, implement and communicate these efforts. Xlear:

- Offered English classes to their ESL employees
- Organized Operation Sunshine to help immerse refugees in their community.
- Donated \$10,000 in toys to Primary Children's to be delivered by Santa on a sleigh and gathered an additional \$12,000 in donations from several corporate partners
- Gave a full year of Spry gum to a school in Utah County



CLIENT CSR EFFORTS



TEACHING CLIENTS TO PRACTICE CORPORATE SOCIAL RESPONSIBILITY CONT.



CLIENT CSR EFFORTS

Humless

- Provides council and solutions to southern Africa to help solve the energy crisis.

Dynamic Blending:

- Food drives

RETEGO:

- Is an active member of the Chamber of Commerce in both Davis County and Park City
- Donated to the Woods Cross theater program
- Volunteer as water experts to city water departments- and national water coalitions



TEACHING CLIENTS TO PRACTICE CORPORATE SOCIAL RESPONSIBILITY CONT.



CLIENT CSR EFFORTS

Netgain Property Management:

- Organized 6th Annual Dodgeball Charity Event for Iron County Care and Share
- Provided a housing scholarship for SUU students
- Presented as a housing expert, advocating for fair and supportive practices at many Coalition meetings

Smarty:

- Provided resources and jobs for STEM women
- Continuing education for employees



THIRD PARTY ASSESSMENT



We chose to use an abbreviated form of the B Impact Assessment form 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.

1) Employment Practices

The PilmerPR team is composed of a wide array of PR professionals and college interns domestically and abroad. This includes professional parents who seek to be closely involved with their children and stay within 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 flexible 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

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's 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 a local charity in Utah. These hours are proven to be successful in making a decided impact on the local community.



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