



# PILMERPR, A BENEFIT LLC

ANNUAL CSR REPORT  
JAN-DEC 2023



# STATEMENT FROM CEO JOHN PILMER

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The world around us is changing at a breakneck pace.

Artificial intelligence has infiltrated every industry, changing the way that we ask questions, build content, and interact with audiences and each other. The economy has fluctuated between better-than-expected growth and the real costs of inflation. A variety of policies have impacted the way small businesses apply for credit, report financial benefits and plan for taxes.

Despite all of this, there have been a record number of small business license applications over the past three years. And, according to the U.S. Bureau of Labor, small businesses have been responsible for more than half of all jobs created in the last 10 years.

Small business is the lifeblood of our economy, and the ones that thrive are those that factor in their impact on the communities around them.

PilmerPR has long championed the purpose-driven business model, and our clients have stepped up in a big way. Individually, a low carbon work-from-home company, a toy drive for foster families, employing a handful of Afghan refugees, or standing up for tenant rights in a rural community makes a relatively small dent in the problems our world faces.

Collectively, we are shaping the future.

New tools will come and go. Technology may change the way we operate, how we send messages and the speed at which we work. But the AI, social media, podcasts, robotics, and SaaS solutions that seem to evolve daily will not change the way we view our role as humans, workers, and responsible businesses.

I am proud to lead a team of like-minded individuals who work hard to bring corporate social responsibility into focus for a myriad of companies here in Utah and around the globe. Our future, like so many other small businesses working to make life better for everyone, is bright.

John Pilmer  
CEO and Founder, PilmerPR



A LETTER FROM THE CEO



**BENEFIT FOCUSED**

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

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## 1) GREEN INITIATIVES

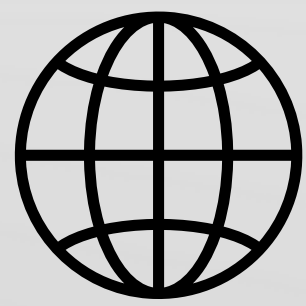
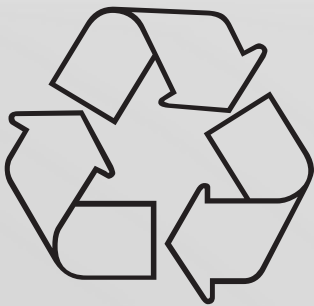
For more than a decade, PilmerPR has had a strong emphasis on green initiatives both internally and for clients.

## 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

Over the past five years as a BLLC, we have made a diligent effort to choose clients who share our vision, continue client and public education surrounding CSR, and dedicate 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?

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## 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?

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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 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.



# UTAH LIVE CONCERTS FOUNDATION

## A CLOSER LOOK AT PILMERPR'S PUBLIC INVOLVEMENT IN 2023

### 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 June and August of 2023, 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 6,000 fans, while raising money for the Red Cross.



# A CLOSER LOOK AT PILMERPR'S PUBLIC INVOLVEMENT IN 2023 CONT.

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## TEAM MEMBERS VOLUNTEER TOO!

Many of PilmerPR team members volunteer in the community as well. PilmerPR strongly encourages taking time individually to make a difference in the different communities its team members reside in.

In 2023 the PilmerPR team:

- Gave 200+ hours of time to local church programs
- Spent 65 hours volunteering in schools
- Organized a fundraiser for the PTA
- Participated in the 9/11 Day of Service to help families in the community with basic needs
- Assisted with cleanup at the BYU football stadium

The BLLC designation gives our team the freedom to look for and participate in volunteer opportunities without worrying about taking time away from work.



# TEACHING CLIENTS TO PRACTICE CORPORATE SOCIAL RESPONSIBILITY

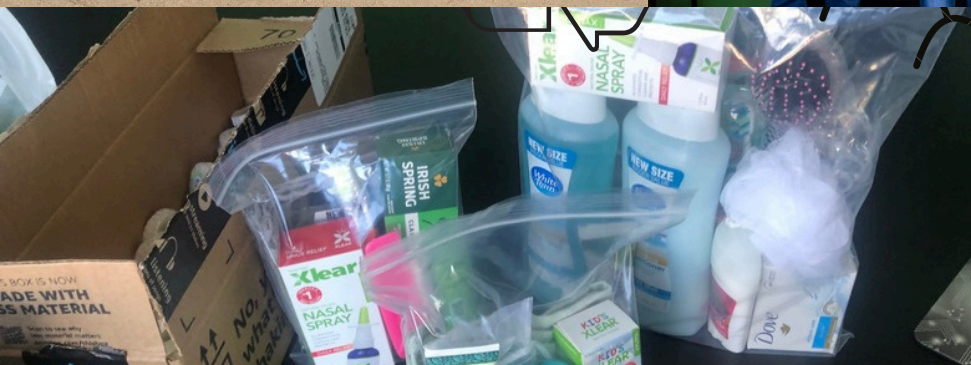
PILMERPR IS ALSO COMMITTED TO ASSISTING CLIENTS IN THEIR RESPECTIVE EFFORTS TO GIVE BACK TO THE COMMUNITY.

In 2023 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
- Contributed to and gathered material and financial donations, and offered employment for Afghan refugees.
- Coordinated donations and contributed \$10,000 in toys to the Utah Foster Care Foundation, along with volunteers for a family Christmas event.
- Donated products to local teachers to use as classroom gifts



CLIENT CSR EFFORTS





# TEACHING CLIENTS TO PRACTICE CORPORATE SOCIAL RESPONSIBILITY CONT.



CLIENT CSR EFFORTS

Netgain Property Management:

- Awarded the second annual housing scholarship for SUU students
- Presented as a housing expert, advocating for fair and supportive practices at many Coalition meetings
- Worked with political lobbyists on fair housing policies
- Owner serves as Chairman of the Board of the Cedar City Chamber of Commerce, Iron County Home Builders Government Affairs Chair, Spokesman for PETPO and Board Member for Youth Futures.



# THIRD PARTY ASSESSMENT

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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 spanning the US. 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

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## 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 local Utah charities. These hours are proven to be successful in making a decided impact on the local community.





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