

Benefit Report

2022-2023

Certified



Corporation

Message From the Founder:

Dear friends,

We are happy to present our first edition of 50th Parallel PR's Benefit Report. As a newly certified [Benefit Corporation](#), we are committed to measuring and sharing the impact we have on the world. In this report, you will find information about our social and environmental performance, according to the categories in the third-party B Impact Assessment.

Our company's mission revolves around helping underrepresented populations be heard. We are proud to have been a part of 19 client's stories in the 2022-2023 fiscal year. We believe that working with them allows us to help bring a positive change to the world.

2022-2023 was also a year for a lot of internal change and growth. We transitioned back to in-person events, started developing policies to level up our governance, and increased our social and environmental impact.

We chose the word leap for this fiscal, and we did just that. Focused on internal development, growth and increased impact for our client, we prioritized in-person connections, developed policies to level up our governance, and increased our social and environmental impact.

Perhaps one of the most significant milestones for our company yet, the year of our B Corp certification will go down as the year we found our true purpose.

We hope this report provides you with some helpful insights on what we do and why we do it, and I hope it will also allow us to challenge ourselves to keep improving in the coming years.



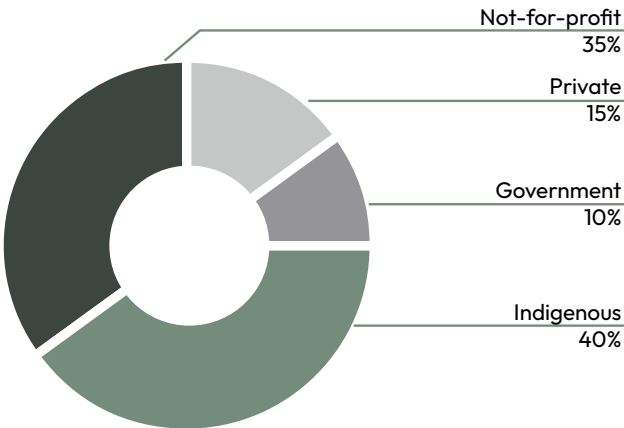
Naz Lauriault
Founder and Managing Director



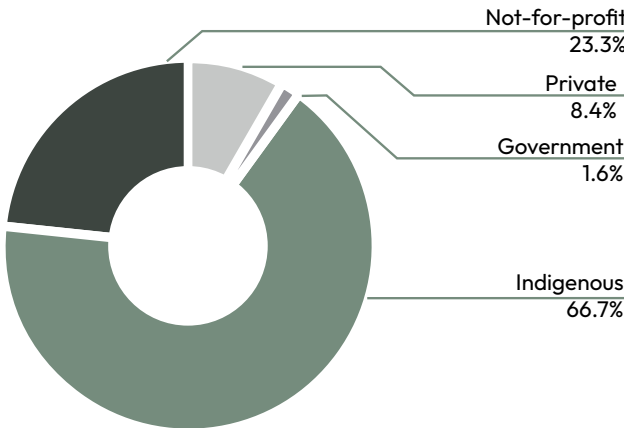
Our Clients

50th Parallel Public Relations is committed to working with organizations with a strong sense of purpose who tend to current social and environmental issues. As such, we offer a special rate for Indigenous organizations, including Indigenous-owned businesses and not-for-profits. In the 2022-2023 fiscal year, we worked with 19 clients within these categories:

Distribution of clients (2022-2023)



Distribution of billed hours (2022-2023)



Client Spotlight



Our Work With First Nation Communities

Treaty Communications Support

One of our biggest priorities continues to be helping Nations undergoing the BC Treaty Process. This year, we worked closely with the Te'mexw Treaty Association and the Wei Wai Kum Kwiakah Treaty Society to support member Nations in this Modern Treaty process. We provided foundational creative and strategic services to level up engagement with their stakeholders, specifically with the communities of their member Nations:

Te'mexw Treaty Association

- Sc'ianew First Nation
- Malahat Nation
- Snaw-Naw-As First Nation
- Songhees First Nation
- T'Sou-ke First Nation

Wei Wai Kum Kwiakah Treaty Society

- Wei Wai Kum First Nation
- Kwiakah First Nation

DID YOU KNOW?
Te'mexw Treaty negotiations include land discussions.

Scan the QR code to see the proposed Treaty Lands for these five Nations.

The Te'mexw Treaty Association is negotiating treaties for each of the five member Nations. Upon ratification of these treaties, each Nation would gain ownership of its Treaty Lands.

Privately held lands are not considered in negotiations. Lands included in negotiations are provincial and federal crown lands.

WE ARE THE TE'MEXW TREATY ASSOCIATION | TE'MEXW TREATY ASSOCIATION | Malahat | Songhees

Want to learn more about treaty negotiations happening for your Nation?
Attend an upcoming community or family meeting!

Wei Wai Kum Kwiakah Treaty Society is hosting five meetings over the next three months for members to ask and learn more about treaty. Check out the dates and locations below.

- March 9**
Nanaimo – Community Meeting at the Coast Bastion Hotel
- April 19**
Vancouver – Community Meeting at the Coast Coal Harbour Hotel
- May 3**
Campbell River – Family Meeting at Thunderbird Hall
- May 9**
Campbell River – Family Meeting at Thunderbird Hall
- May 24**
Campbell River – Family Meeting at Thunderbird Hall

Dinner is included with each meeting!

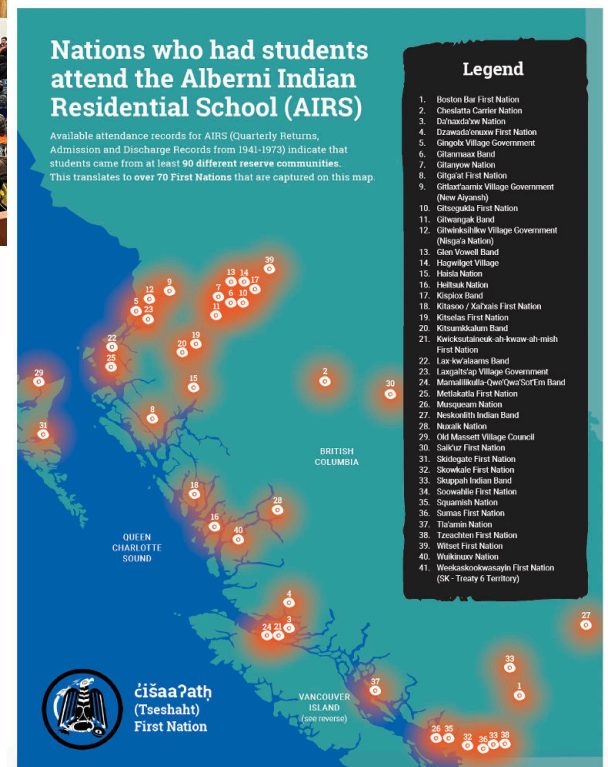
For more information about these meetings email us at wktsinfo@weiwaiikum.ca

Wei Wai Kum Kwiakah Treaty Society

Our Work With First Nation Communities

Residential School Findings

We provided strategic and creative communication services as well as media relations support to čišaaʔath (Tseshaht) First Nation in their project and findings announcement following research and scanning of the former Alberni Indian Residential School.



Ongoing support to First Nations

As part of our ongoing commitment to capacity-building in communities, we worked with five Indigenous organizations in BC to establish foundational communications pieces to support their community engagement initiatives:

- Hupačasath First Nation
- Gwa'ala-'Nakwaxda'xw Nations
- čišaaʔath (Tseshaht) First Nation
- Maaqutusiis Hahoulthee Stewardship Society
- HFN Group of Businesses

Our Work With Not-for-Profits

New Housing Alternatives

We supported four not-for-profits in the housing sector during this fiscal year. These organizations work towards offering new and accessible options for housing.



Co-operative Housing Federation of BC

CHF BC became a retainer client of 50th Parallel PR in 2021. Since then, we've provided ongoing support in areas such as key messaging, creative design and media relations.

We have also been part of important milestones for this client, such as its 40th anniversary in July 2022, as well as annual general meetings.

COHO Management Services

COHO Management Services Society is a not-for-profit property management company established by CHF BC to meet the specific needs of co-op housing management and prioritize community involvement.

In this fiscal year, we partnered with COHO Management Services to further develop their brand and redesign their website.

Our Work With Not-for-Profits

Cultural Rights

The Sid Williams Theatre Society is a registered charitable organization located in the Comox Valley on Vancouver Island that operates a 500-seat performing arts centre.

We started working with the Sid Williams Theatre Society in 2022 when they wanted to boost their communications. We offered “The 50th Approach” to develop and implement a comprehensive strategy that allowed them to better engage with their stakeholders.

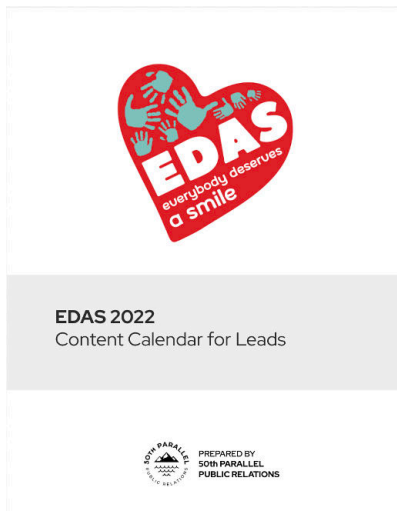


Supporting Rehumanization

Everybody Deserves a Smile (EDAS) is a grassroots peace project advocating for rehumanization. Their focus is helping the homeless. The project started in 2003 in Edmonton and is now present in six cities in western Canada. The project now aims to help around 3,000 people each year.

During this year, we continued our ongoing support to the EDAS project, providing services in the following areas:

- Branding
- Creative Design
- Social Media Campaigns
- Media Relations
- Advisory Support



Our Work with Purpose-Driven Businesses

Join us to learn, connect and engage online!

Join Sḵwemxw First Nation, BC Housing, City of Nanaimo and Nanaimo Ladysmith Public Schools to learn more and provide input on Te'tuxwtun

Te'tuxwtun (pronounced Tay-tux-tun) is a unique development project located on the traditional territory of the Sḵwemxw people. Using a process that brings people and land together, this project will develop 5.8 acres in the Harewood neighbourhood into affordable housing, services, open space, and amenities.

This development reminds us that when we honour and heal the land, everyone benefits.

Meaningful Consulting

We worked with HUM Consulting to support the Te'tuxwtun Project. This development aimed to transform 5.8 acres of land into affordable housing, services, open space and amenities for the community.

We provided them with the "50th Approach" service, as well as copywriting, branding, campaign communications and an animated explainer video.

Technology to improve people's lives

GoChip makes hardware and software to revolutionize animal identification and provide effective tools for animal tracking, disease mitigation and digital licensing.

Through our partnership, we helped them create a new pitch deck and other graphic materials for specific stakeholders, such as the government and pet owners.

GoChip
A revolutionary pet ID platform strengthening the connection between pets and people.

Join us on our mission to ensure every pet is Always Found™.

Did You Know?
A 2018 study reported that only 13% of all pets in North America were licensed.

The GoChip vision is to dismantle all compliance challenges to ensure that every pet is Always Found™.

Progressive cities value:

INNOVATION	COMPLIANCE	WELLNESS
Patented Microchip Technology	Accessibility & Simple Onboarding	Always Found™ Program
Robust Digital ID Platform	Increased Revenue Generation	Promoting Responsible Pet Ownership
Big Data Insights & Efficient Policing	Enhanced Safety Assurances	Stakeholder & Community Focused

Our Product Ecosystem

GoChip Microchips & Digital ID
For the first time, the connection to go chip is a revolutionary implant that can be read by smartphones, smart collars, and IoT devices. We are decarbonizing the industry, eliminating the need for paper, and facilitating new ways to make digital pet ID, even international.

GoChip App & Pet Passport™
Built from the ground up with input from businesses, our app is the only app you can use to manage your pet's health, track their location, and more. The GoChip's records in one place, while the app makes the best retail choices for your pet.

GoChip Pet Wearables
Our world is digital, but the lives of our pets are not. We are changing this with our state-of-the-art smart collars, and smart leashes. By integrating them with the community GoChip, our smart collars and leashes become smart. The GoChip smart collar outperforms other smart collars in terms of accuracy and battery life.

GOVERNMENT SOLUTIONS
By GoChip

We have a bold vision that reimagines how people and cities interact with animals. Since 2015, we have been refining our vision with city partners, and we remain dedicated to our continued collaboration in the pursuit of creating communities where pets are Always Found™.

About the Team
We are an international team of entrepreneurial pet owners who, since 2015, have been collaborating with animal shelters, vets, and international governments. We are on a mission to reimagine the relationships between people, cities, and pets.

Join us on our mission to ensure every pet is Always Found™.

alexander@gochip.pet | GoChip Pet | www.gochip.pet
2505897320

Our Give Back Projects

As part of our commitment to being a positive force of change in the world, we continued our ongoing pro bono support to the Allie Sunshine Project.

They are a not-for-profit organization focused on igniting learning and wellness through events and initiatives that provide a nurturing and educational experience for the body, mind and spirit.

During the 2022-2023 fiscal year, they mainly used our creative services for different print and digital materials.



Mission

To inspire a network of wellness explorers through creating and participating in projects in our community that nurture self-healing and capture learning opportunities for our bodies, minds, and spirits.

Vision

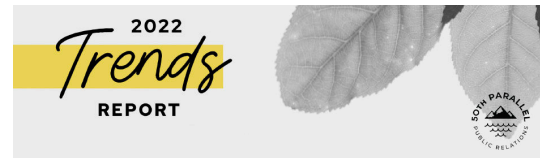
Through nature, shared wisdom, and living legacies we empower humanity to choose personal wellness.

Outreach

Annual Trends Report

Throughout the years, we’ve gained insights into the best practices of working with Indigenous organizations and communities. We want them to have the best possible support, whether it comes from us or not.

For this reason, in 2022 we created [our first Annual Trends Report](#). This document aims to share the things we learned, so anyone working with them can benefit from our experience.



Over the past two years, social media has become an integral part of our lives and the way we communicate. The media coverage and social media presence of Indigenous voices and communities has become even more visible in recent years. With the rise of technology, digital media allows a world of possibilities for creating and disseminating Indigenous stories through social media channels, web platforms, printed or digital materials and podcasting.

Read these insights from the 50th Parallel Public Relations team for exclusive communications tips from our experience working with Indigenous Nations.



Reconciliation is a way of life, continuous, with no end date. It is learning from our lived experiences and understanding one another. It is creating the necessary space for us to heal. It is planting seeds of hope and respect so that our garden blooms for our children.

GOVERNOR GENERAL OF CANADA, MARY MAY SIMON



Parallel Purpose

In previous years, we started working on a podcast called Parallel Purpose. We wanted to share our experience in communications, PR, running a business, working with communities and other topics.

We continued the effort to share these episodes and started planning new ways to engage with the public.

New Internal Policies for a Positive Change



This year we performed a thorough evaluation of our internal policies to improve our positive presence in the world. Specifically, we wanted to take action to improve our environmental and social impact in local communities. To achieve this, we created three new internal policies focused on sustainability, community engagement and governance.

Sustainable Purchasing

To ensure a more sustainable supply chain, 50th Parallel PR set two criteria for selecting providers:

- Environmental: providers that meet third-party social and environmental certification criteria such as certified B Corps
- Local/Diverse: providers owned by women and people of color or located on Vancouver Island

Community Service

50th Parallel PR employees are now entitled to 24 paid hours per calendar year to engage in community service.

Some activities where employees are encouraged to participate are:

- Planting trees
- Cleaning beaches or parks
- Helping at a food bank

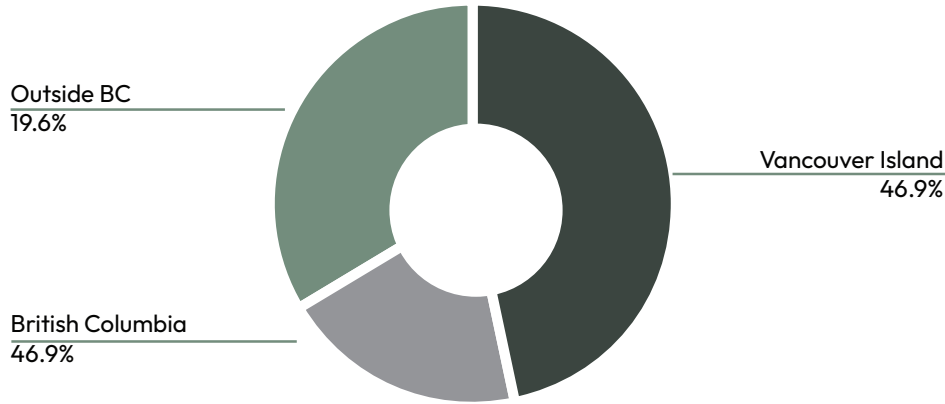
Corporate Travel

We rolled out new guidelines to decrease our carbon footprint when doing corporate travel. These are some of our new policies:

- Using environmentally conscious vendors
- Using “Green” hotel options
- Renting electric or hybrid cars
- Carpooling when multiple people need to travel

Results of our Sustainable Purchasing Policy

Percentage of business expenses according to the main location of the supplier (2022-2023)



Supporting the return to work for new parents

We believe that it is our duty to support new parents in integrating their new responsibilities into their life. For this reason, we updated our internal policies this year to include new provisions for them.

- **Benefits during maternity or parental leave:** Starting in July 2022, the time in which an employee is on maternity or parental leave is considered full time, continuous employment for the purpose of group benefits and for calculating vacation entitlements.
- **Breastfeeding policy:** We developed a new breastfeeding policy to make sure all new mothers can pump/express milk or breastfeed their babies during their work hours. To achieve this, they are entitled to reasonable paid breaks whenever there's a need.

New Whistleblower Policy

We are committed to operating in compliance with all applicable laws, rules and regulations, including those concerning accounting and auditing, and those that prohibit fraudulent practices by any of its management team, employees and contractors.

For this reason, in the 2022-2023 fiscal year we developed a procedure for employees to report actions they reasonably believe that violate any law or regulation, or that constitute fraudulent accounting. With this new procedure, we guarantee protection to any employee reporting these acts, and hold accountable all employees in making sure that they are thoroughly investigated and dealt with in line with existing regulations.



Our Goals for Next Year

We are grateful for the work we get to do each year with our clients. As we continue to grow and lean into our purpose, we hope to carry the stories and lessons learned in past years with us to further increase the impact of our clients, who are determined to see real change in their communities.

As a B Corp, we are determined to do our part in the movement by partnering with other organizations to support our clients in the community advocating, impact-driven and sustainability-focused spaces. We will continue to look at our internal governance and structures to ensure we are operating an ethically sustainable company that takes care of our team. Committed to raising your voices, we look forward to another year of passion and purpose.