



BENEFIT REPORT

2023-2024



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MESSAGE FROM THE FOUNDER

At 50th Parallel PR, we believe long-term success isn't just about business — it's about doing the right things, in the right way, for the right reasons. Our second annual Benefit Report is more than just numbers on a page; it reflects how we've turned our values into action — especially when it comes to sustainability and supporting growth in our people and communities.





SUSTAINABILITY

DOING WHAT WE SAY WE'RE GOING TO DO

We work with land stewards, Indigenous organizations, environmental champions and private companies with sustainable business practices. The support we provide and the relationships we build allow us to amplify the impact we have in building a more equitable and sustainable world for present and future generations. Supporting sustainability means supporting people and communities. We're here to listen, to learn and to collaborate on solutions that provide real access to opportunities

INVESTING IN PEOPLE

THE FOUNDATION OF EVERYTHING WE DO

When we talk about growth, we don't just mean revenue. We mean people. We focused on opportunities that last, starting with our people who make what we do possible. From mentorship programs to coaching to professional development planning, we're creating space for our team to develop their skills and build confidence in their own potential. Capacity building isn't just a buzzword for us. It's a commitment to helping people thrive. Because when people are supported, empowered and trusted to lead, everyone benefits.

OUR ACTIONS

WHAT THIS REPORT SHOWS

This year's report outlines the real steps we've taken to back up our commitments — with stories, results and a few lessons along the way. Through it all, we've stayed focused on what matters: acting with integrity, staying innovative and building success we can all share in.

To everyone who's been part of this journey — thank you. We're just getting started, and we're glad you're with us.



OUR STORY

50TH PARALLEL PR WAS BORN OUT OF A VISION TO EMPOWER THE POWERLESS.

Since 2017, we've elevated the voices of Indigenous and marginalized communities, not-for-profit organizations, small businesses and government agencies through effective storytelling and creativity. Throughout our journey, we've stood behind our clients and helped them tell their stories of loss and sadness, growth and prosperity, hopefulness and success — and it's this heart work that keeps us going.

OUR MISSION

On the cusp of leading cultural and industry movements, we practice deep listening and creative strategies to realize our client's purpose.

OUR VISION

We command equity and presence in this world.

OUR VALUES

50th Parallel Public Relations exists to inspire and empower our clients to reach their full potential by positively increasing their impact.



INTEGRITY

We show up. We show up for ourselves. We show up for each other. We show up for the work and we show up for the things that make 50th flourish.



RESPECT

We approach others with compassion, dignity and kindness. We extend the same grace to ourselves.



PASSION

We are driven by the things that make us excited to be at work and invigorated by the moments that make us excited to be human.



COMMUNICATION

We understand that how a person has experienced the world, impacts how they perceive it. We use this to guide how we meet and connect with people.



COLLABORATION

We recognize that each individual carries important perspectives, experiences and knowledge that elevates the work we produce.



2023 - 2024 HIGHLIGHTS

SUPPORTING SACRED WORK

This past year, we were honoured to provide communications support for two vital projects at the core of truth and reconciliation efforts.

In fall 2023, we were approached by the Stó:lō Research and Resource Management Centre to support communications and media relations for the Xyólhmet ye Syéwíqwélh (Taking Care of Our Children) project to share preliminary findings from Phase 1 of their investigation into potential unmarked graves at three former residential schools in S'ólh Téméxw. The hard work of both teams came together on September 21, 2023, at the site of the former St. Mary's Indian Residential School on Stó:lō traditional territory. It was just the first of many phases of the project and we were honoured to have been part of this important step.

A few months later, in March 2024, ᓄᓐᓇᓂᓐᓂᓐ (Ahousaht) First Nation engaged 50th Parallel PR to support communications and media relations before the release of the Nation's Phase 1 findings. The findings were part of the ʔahʔiiᓇᓅᓅ ʔukʔiᓂ ʔiqᓂmuut (Honouring Our Ancient Ones) project, a community-led initiative dedicated to locating missing children from the Ahousaht and Christie Indian Residential Schools using archaeological research, scanning technology and oral testimony. The goal for this project was to share this sensitive information with care, transparency and cultural integrity.

Ahousaht First Nation's ʔahʔiiᓇᓅᓅ ʔukʔiᓂ
ʔiqᓂmuut (Honouring Our Ancient Ones)
project announcement

PARTNERSHIPS WITH **PURPOSE**

As part of our commitment to being a positive force of change in the world, we've taken on two clients pro bono to bring their community-driven initiatives to life.

Since 2018, we've partnered with Everybody Deserves a Smile (EDAS), a not-for-profit that empowers Kindergarten to Grade 12 students to create change through compassion, connecting young people with those experiencing homelessness, through empathy and service. We help amplify their work by providing design and fundraising materials for their seasonal campaigns, playing a role in a project that has delivered thousands of care packages to vulnerable individuals.

We're also proud to have partnered with the Allie Sunshine Project for many years. "Inspired by educator and wellness pioneer Allison Hayes, known as Allie Sunshine for her unique ability to share her light and positive energy with everyone she met," this not-for-profit ignites learning and wellness through gardening and connection to nature. We've supported their mission by assisting with fundraising initiatives like the "Planting Wellness" and "Tacos and Trivia" events.

PUTTING OUR **VALUES** TO WORK

Our business is built on principles of fairness, accountability and making a positive impact on the world.

We're thrilled to share that in May 2023, we officially became a Certified B Corporation. We never sought to label our commitment to social change however, as we continued to evolve and laser-focus our intention on working with changemakers, this also motivated our desire to be connected to a network transforming the global economy to benefit all people, communities and the planet.



OUR CLIENTS

This past year, we partnered with a diverse range of organizations. Using an approach rooted in respect, ethics and culturally responsive storytelling, we do more than just inform, we elevate the important stories of changemakers, community leaders and advocates.

We've applied this approach in multiple ways:

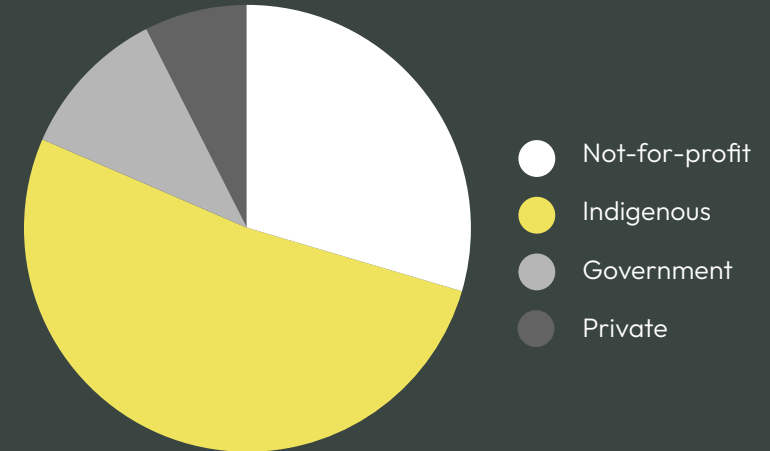
Advancing justice: We supported two residential school research projects, the ʔahʔiihčp ʔukʔit ʔiqhmuut (Honouring Our Ancient Ones) and Xyólhmet ye Syéwiqwélh (Taking Care of Our Children), by providing media relations and strategic communications as they shared their preliminary findings. We also had the privilege of assisting the Victoria Native Friendship Centre in announcing their KNIT with Purpose campaign, promoting authentic Cowichan knitting and supporting Indigenous artisans, strengthening both cultural preservation and economic self-determination.

Amplifying voices: We helped a diverse range of organizations and individuals, including the Allie Sunshine Project, Everybody Deserves a Smile, thought leaders like Ricky-Lee Watts and Indigenous groups such as WSÁNEĆ Nations, Te'mexw Treaty Association and Wei Wai Kum First Nation, to reach wider, more engaged audiences through targeted media relations and social content.

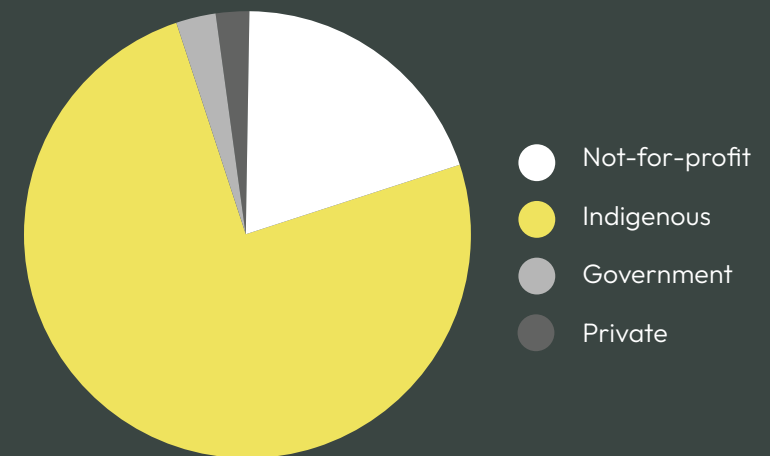
In addition to these efforts, we offered complimentary workshops and pro bono support to help organizations grow, share their missions and maximize their social impact. During the 2023–2024 fiscal year, we worked with 27 clients within these categories.



PERCENTAGE OF **CLIENTS** BY TYPE OF ORGANIZATION



PERCENTAGE OF **BILLED HOURS** BY TYPE OF ORGANIZATION



GOVERNANCE

COMING **TOGETHER** AS A TEAM

Our team is spread across B.C., but we don't let this impact what matters most to us: our culture. Each year, we hold an in-person Strategic Session to dive deep into our goals, values and vision for the future and a Christmas party to celebrate our team's contributions and wins. In between these events, we stay connected with bi-monthly virtual team meetings and engage in a Podcast Coffee Hour, taking uninterrupted time to listen and learn from a selected podcast, and coming together at the end to discuss. This mix of in-person and virtual connection ensures every team member has a voice and contributes to shaping the future of 50th Parallel PR.

BUILDING A **CULTURE** OF INTEGRITY AND IMPACT

We're actively shaping a workplace where our values guide everything we do, as demonstrated by our new Code of Ethics, whistleblower policy and other human resource initiatives. These projects guide the team to act with integrity, transparency and respect in our work, with clients and with each other.

Furthermore, the personal development and fulfillment of employees is important to leadership. 50th Parallel offers paid volunteer days, providing 24 hours a year of paid community volunteering. This initiative empowers team members to lend a helping hand when they otherwise may not be able to, as many not-for-profit organizations operate during standard working hours.

STANDING WITH THE **RIGHT** PARTNERS

We engage with clients in a way that reflects our values and social purpose. Throughout our work, we maintain regular check-ins to ensure alignment with shared goals, values and ethical standards. We help our clients communicate with purpose through authentic storytelling and intentional design that respects culture and highlights their message. This approach allows us to amplify voices and inspire change.



Strategic Session
team meeting, 2023



Volunteer day with Greater Victoria
Green Team and Langford Fire
Rescue at Porcher Park to remove
flammable debris and plant
fire-resistant native species, 2024

WORKERS

A FAIR AND **INCLUSIVE** WORKPLACE

We believe in investing in the next generation of communications professionals through co-op hiring and training programs that provide hands-on experience, mentorship and growth opportunities. Supporting co-op students isn't just about building skills — it's about nurturing future leaders and giving back to our industry by strengthening the next wave of talent.

LEARNING, GROWTH AND **CONNECTION**

At 50th Parallel PR, we're committed to fostering growth and learning for our team. We support professional development with performance reviews, training and attendance at conferences like the B Corp Champions Retreat. By investing in shared learning and opportunities, we ensure every team member has the tools and inspiration to contribute meaningfully to not just our shared goals as an organization, but their career goals, too.

PURPOSEFUL WORK AND LEARNING

Our team finds meaning and fulfillment in working with clients who share our commitment to positive change. Whenever possible, we involve employees in decisions about which clients to take on, ensuring our work aligns with both our mission and our team's interests. By partnering with purpose-driven organizations, our staff develops cultural competency and innovative PR skills while contributing to work that truly matters.

B Hive™



B Corp Champions
Retreat, 2024

2023-2024 BENEFIT REPORT

COMMUNITY

SHARING OUR KNOWLEDGE

We believe in sharing our knowledge to empower communities and purpose-driven organizations. In 2023–2024, we hosted three complimentary PR workshops for our clients, equipping them with practical tools, from media monitoring to content creation, to leading their own communications with confidence. This initiative goes beyond traditional client support, providing tools and guidance that create a lasting impact.

LEARNING WITH PURPOSE

As a non-Indigenous organization, we recognize our responsibility that comes with working alongside Indigenous communities. We approach every project with humility and respect, listening deeply and following cultural protocols. Our clients teach us as much as we support them, and we see this knowledge-sharing as vital to building stronger, more connected communities.

CREATING A RIPPLE EFFECT

Every PR campaign holds the power to spark change. By amplifying our clients' voices, we help direct attention and resources to causes that strengthen communities. Here's how that has shown up over the last year:

VICTORIA NATIVE FRIENDSHIP CENTRE

A milestone initiative to support Indigenous artisans was launched by the Victoria Native Friendship Centre (VNFC) in late 2023. Called “Knit with Purpose,” this Indigenous-led campaign was committed to elevating the importance of reclaiming Indigenous art, fair wages and preserving the iconic Cowichan sweater. Through media relations support, we helped the VNFC spread the word about the campaign’s first release of a collection of 30 handmade sweaters and raise awareness about the cause.



**Victoria Native
Friendship Centre**

Knit with Purpose
Media Badge

RICKY-LEE WATTS

Ricky Lee Watts, a Nuu-chah-nulth thought leader, is dedicated to empowering young people and inspiring communities to embrace compassion, empathy and shared responsibility for our planet. In 2023, we supported Ricky-Lee by creating branding, a social media strategy and graphic templates to amplify his message across digital platforms. Through this work, we helped him reach a wider audience, fostering understanding, belonging and meaningful dialogue across communities.

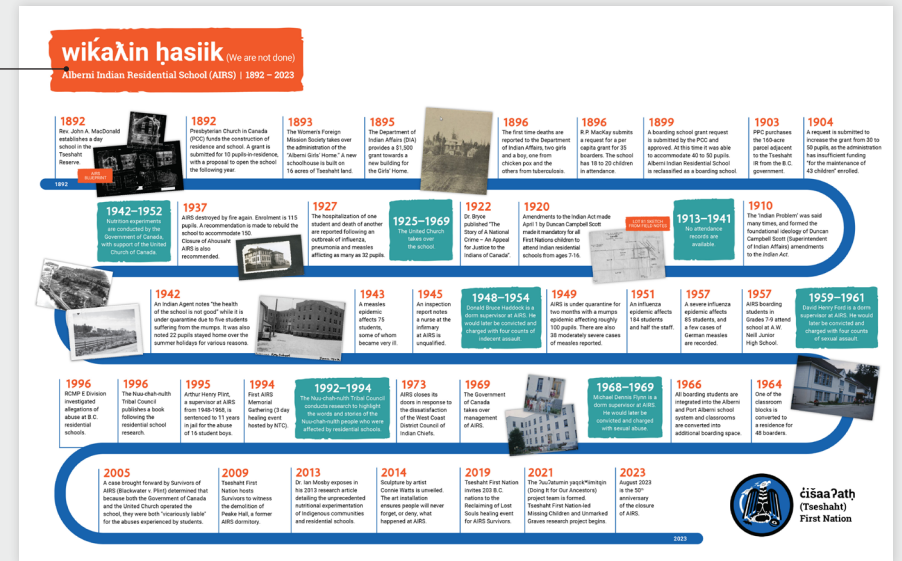
This impact goes beyond coverage or clicks; it's about creating momentum, opening doors and ensuring community-owned initiatives are seen, supported and celebrated.

Thought leadership branding



The ʔuuʔatumin yaqkw̓iimítqin (Doing It for Our Ancestors) project is led by čišaaʔath̓ (Tseshaht) First Nation focused on healing and bringing answers to those affected by the Alberni Indian Residential School (AIRS). This year, we supported the team by creating a Project Communications Toolkit, guided by cultural protocols and Survivors, who shape how communications can be most meaningful and successful. This resource was designed to support current and future AIRS team members on best practices and to serve as a resource for other communities undertaking similar work.

AIRS map infographic



cišaaʔath
(Tseshaht) First Nation



AIRS announcement



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TE'MEXW TREATY ASSOCIATION

As the Te'mexw Treaty Association (TTA) nears the end of Treaty negotiations, the next stage was to ramp up communications for its five member Nations. To support this effort, our work in 2023 focused on building staff capacity to provide regular in-person and virtual community meetings internally. We also supported the creation of a consistent mailout of printed materials and a growing digital resource hub in the Te'mexw members' portal, ensuring community members have access to up-to-date information on the drafting of their Nation's Treaty and Constitution.

Nation handouts, prints and games at in-person events





Te'mexw Treaty Association PUBLIC OPEN HOUSES

FEBRUARY 2023

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH 2023

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL 2023

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

In-person (drop-in)

February 25 | 11:00 a.m. – 2:00 p.m.
Songhees Wellness Centre, Victoria

March 2 | 4:30 p.m. – 7:00 p.m.
Edward Milne Community School, Sooke

March 4 | 11:00 a.m. – 3:00 p.m.
The Quarterdeck, Royal Roads University, Colwood

March 6 | 4:30 p.m. – 7:00 p.m.
Nanoose Bay Community Centre, Nanoose

March 7 | 4:30 p.m. – 7:00 p.m.
George Jay Elementary School, Victoria

March 11 | 11:00 a.m. – 2:00 p.m.
Shawnigan Lake Community Hall, Shawnigan Lake

March 15 | 4:30 p.m. – 7:00 p.m.
Metchosin Community Hall, Victoria

Virtual (pre-registration required)

April 5 | 2:30 p.m. – 4:00 p.m.

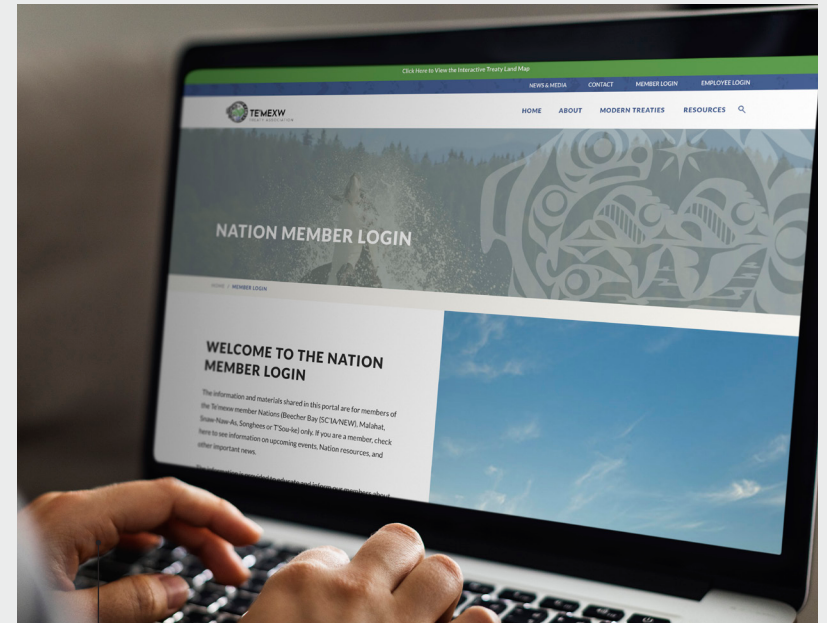
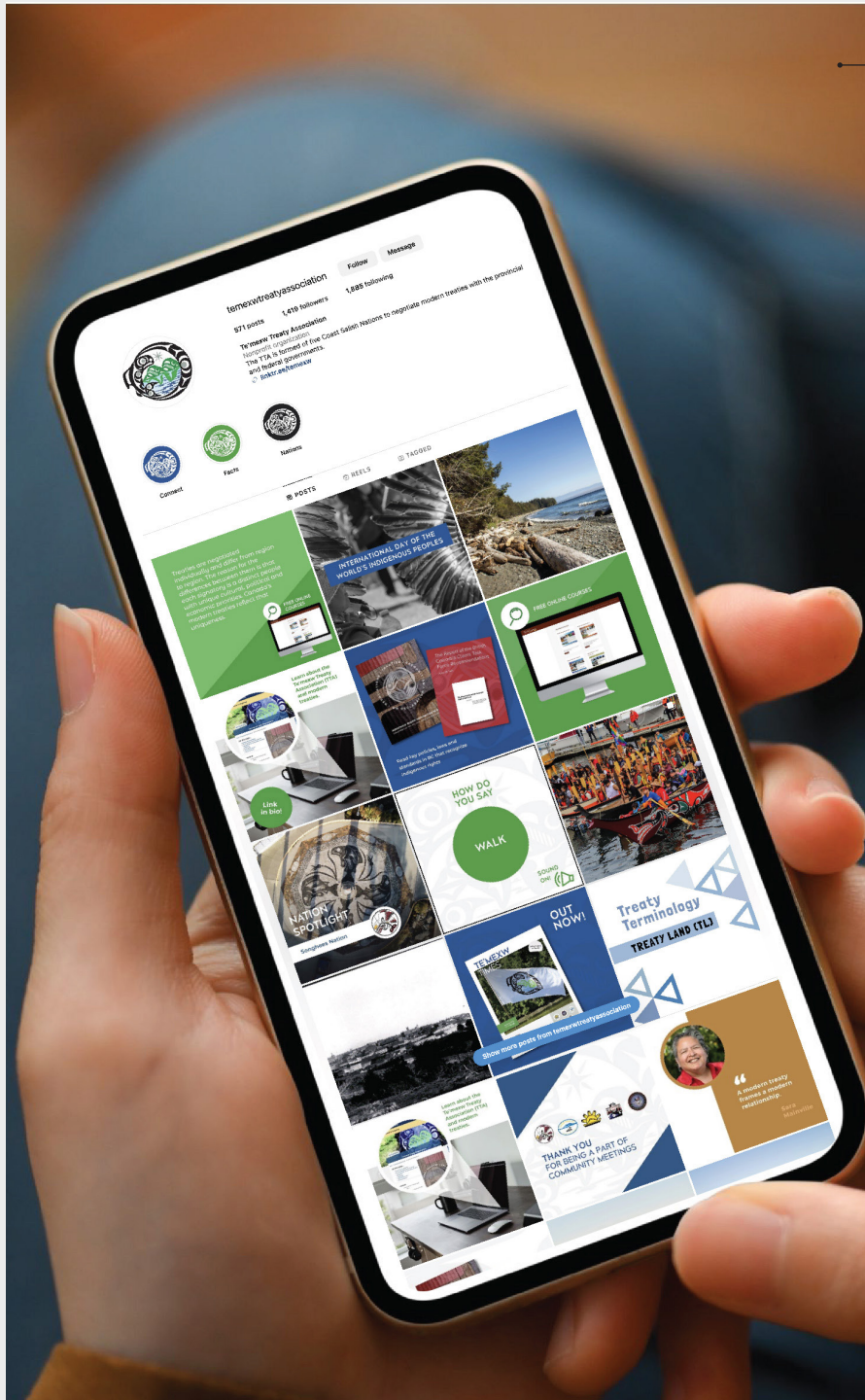
April 13 | 6:00 p.m. – 7:30 p.m.

Register for the virtual events by emailing
temexw.treaty@gov.bc.ca



Public open houses event poster

Sample of
social media
Instagram feed



Members-only
login portal

Newspaper
print ads

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

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.

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

WE ARE THE TE'MEXW TREATY ASSOCIATION

TE'MEXW TREATY ASSOCIATION

Malahat

Songhees

T'Sou-ke

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ENVIRONMENT

MINIMIZING OUR FOOTPRINT

We're mindful of our environmental impact. In 2023, we closed our physical office and shifted fully to a work-from-home model. While many companies are returning to in-person offices, we recognize that remote work significantly reduces commuting emissions and the environmental footprint of maintaining an office. When travel is required, we prioritize low-impact options and planning thoughtfully to minimize unnecessary trips. By embracing a flexible and remote-first structure, we reduce our environmental footprint while supporting our team with a modern way of working.

PLANTING FOR **IMPACT**

As part of our paid volunteer program, team members are given 24 hours each year to support community initiatives. This past year, some of our team joined the Greater Victoria Green Team and Langford Fire Rescue at Porcher Park to remove flammable debris and plant fire-resistant native species. These opportunities not only allow us to give back but to learn directly from local environmental initiatives that are building safer, more resilient ecosystems.

AMPLIFYING VOICES FOR **IMPACT**

Our client partnerships extend our impact beyond traditional public relations. By amplifying the voices of our clients, we elevate the issues and causes that matter most to their communities. Here are a few examples of how we've helped drive meaningful change this year.

WSÁNEĆ LEADERSHIP COUNCIL

In partnership with Remarkable Communications, we helped the WSÁNEĆ Leadership Council's "Giving the Gift of LandBack" holiday campaign triple its fundraising goal, raising approximately \$35,000. Through media relations and outreach, we drew attention to vital land stewardship initiatives. The funds will be used to purchase and preserve ancestral lands on the Saanich Peninsula and Gulf Islands.



Press release sent out
on December 14, 2023



WSÁNEĆ
LEADERSHIP COUNCIL

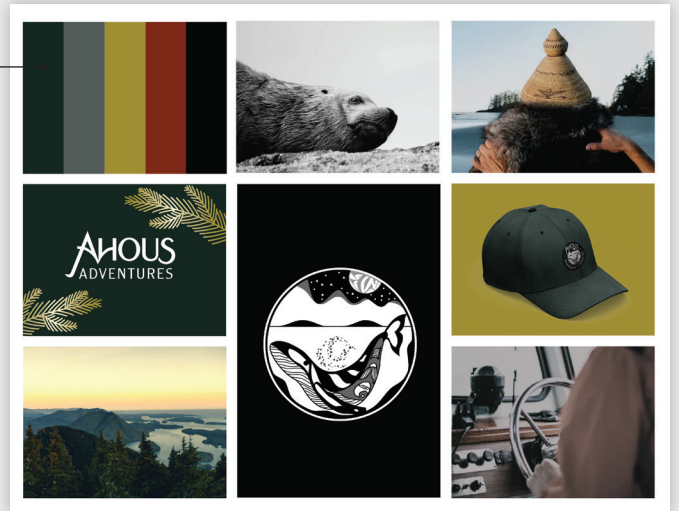
Give the gift of #landback this holiday season

Home » Give the gift of #landback this holiday season

The Maaqtusiis Hahoulthee Stewardship Society protects and restores its lands and waters through programs like coastal clean-ups, habitat restoration and water quality monitoring. We supported this organization by sharing its mission through strategic communications, which helps to strengthen awareness and engagement within its local community and with external partners.



A brand board was developed which led to the creation of different types of design assets



AHOUS ADVENTURE TOURS

Owned and operated by *Saah̓uus̓ath̓* (Ahousaht) First Nation, this eco-cultural tour company is a core part of the Nation's economic development, helping to build a sustainable conservation economy and expand opportunities for community members. Their tours educate visitors on Indigenous stewardship and sustainable practices. Through our storytelling and communications support, we helped them share the cultural and environmental significance of their territories and elevate Indigenous perspectives.



LOOKING AHEAD

As we move into the 2024–2025 fiscal year, our focus is on growth, evolution and deepening our impact. We aim to expand our pro bono client work, supporting more purpose-driven organizations not only across British Columbia but throughout Canada. To better serve our growing client base, we're exploring opportunities to expand our team, both through an Account Associate and co-op positions.

We are also reflecting on our identity as an agency. In the coming year, we'll draft a new impact statement that better reflects our team, clients and evolving values. Alongside this, we are updating our shared values to more accurately reflect our culture and guide how we show up for each other, our work and the communities we serve.

Ultimately, these initiatives will ensure 50th Parallel PR operates with purpose, integrity and a strong focus on enacting meaningful change.

