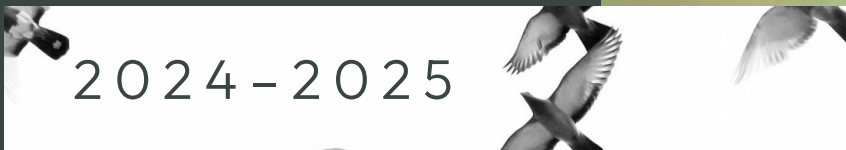




BENEFIT REPORT

2024-2025



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MESSAGE FROM THE FOUNDER

This year reminded us that meaningful impact isn't created in a single campaign, project or moment. It's built through the choices we make every day: the clients we choose to support, the relationships we nurture, the standards we hold ourselves to and the care we bring to the work.

This report is both a reflection and a record. It captures the progress we made, the lessons we are carrying forward and the commitments that continue to shape our path. We are proud of what this year has held, and we know this work is ongoing. Being a benefit company means remaining accountable not only for what we deliver, but for how we operate, who we serve and the kind of future we are helping to build.

Thank you to our team, clients, collaborators and community partners for walking alongside us. Your trust, generosity and leadership continue to remind us why this work matters.

As we look ahead, we remain committed to growing with intention, sharing what we learn and using communications as a tool for clarity, connection and positive change.



Naz Lauriault
Founder & Managing Director



OUR IMPACT

USING BUSINESS AS A FORCE FOR GOOD

Our commitment to using business as a force for good shows up not only in our partnerships and deliverables, but in the everyday choices made across our team. This work is our responsibility and is reflected in how we show up, how we operate and how we hold ourselves accountable. It's an ongoing process of learning, improving and building meaningful relationships with the people and communities we serve. By embedding these principles into our work, we are creating impact that is intentional, measurable and built to last.



OUR PEOPLE

INVESTING IN OUR IMPACT

The foundation of our work is our people. This is why creating space for our team to grow, contribute and feel supported is not a separate initiative, but core to how we operate. This investment allows us to do impactful work while setting a standard in our industry. Our team shows up with care and dedication every day, knowing they are supported by an environment that values their development, their skills and their voices. Because when our people thrive, our impact follows.



OUR ACTIONS

WHAT THIS REPORT SHOWS

This report captures how our commitments took shape over the past year. It highlights the progress we made, the systems we strengthened, what insights emerged and how these lessons are shaping what comes next.

Thank you to our team, collaborators and clients who believe that how we do the work matters just as much as what we deliver.



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.



INCLUSION

We hold space for every voice to be heard and respected.



GRACE

We operate with strength, empathy and integrity.



BOLDNESS

We lead with courage, not caution.



EMPOWERMENT

We elevate others to lead, grow and thrive.



2024 - 2025 HIGHLIGHTS

REFLECTING AND **REDEFINING**

Using business as a force for good requires us to reflect and be honest about where we are and where we want to go. This year, we created space to do exactly that.

At our annual strategy session, the team came together to revisit the values that guide our work. What we expected to be a light refresh became something much deeper. Through open conversation, we examined every part of what we do, how we do it and why it matters. That process led us to define four new values that more clearly reflect who we are today and the future we are working toward.

Visiting Malahat Skywalk as part
of our annual strategy session.

SHARING WHAT WE'VE LEARNED

We believe knowledge is a tool for empowerment and shouldn't be limited by access or experience. When we learn something meaningful, we share it. This year, we put that belief into action by opening our work to others through both speaking events and a series of free workshops.

Our founder and managing director shared lessons from our organization at PechaKucha Victoria, WeDo Vancouver Island Summit and the IABC World Conference, as well as in classrooms at Algonquin College in Ottawa and the University of Victoria. These conversations focused on conscious PR, entrepreneurship and what it means to do this work responsibly. We also hosted a series of free workshops designed to remove barriers to learning and support organizations and individuals at every stage of their communications journey. These sessions offered practical skills in Canva design, tailoring content for different platforms, high-level media spokesperson training and more.

By sharing what we have learned, we help others build confidence, strengthen their communications and create impact in their own communities. Lasting change begins when knowledge is shared openly.

A PEOPLE-FIRST APPROACH

Our approach to sustainability extends beyond environmental responsibility and client impact. For us, it's about how we show up for each other.

Throughout the year, we welcomed three co-op students into our team and invested in their learning through hands-on experience and mentorship. As part of this work, we partnered with UVic's Indigenous Co-op program to support equitable access to paid work-integrated learning. Each student was encouraged to explore their interests and build real-world skills, from social media and outreach to podcast and video production. After their term, one student continued with us part-time while finishing their studies and later joined our team full-time upon graduating.

That same people-first mindset extends to our full-time team. We support our staff through intentional professional development and performance reviews. By investing in our people at every stage of their careers, we experienced zero staff turnover this year and have built a stronger, more resilient team and workplace.

OUR CLIENTS

WE HELP SUSTAINABLY-MINDED ORGANIZATIONS LEAD WITH CLARITY, CONFIDENCE AND CARE.

Through conscious public relations we use culturally-responsive storytelling, education and decolonial messaging to raise the voices of our partners.

This year, we partnered with a range of clients on:

Fostering community connection: We worked alongside community-driven organizations to build connections and foster meaningful engagement. Through social media and digital communications, we supported partners including the Northern Shuswap Tribal Council, the Allie Sunshine Project and Everybody Deserves a Smile.

Protecting the land: We partnered with organizations leading environmental and land stewardship initiatives rooted in Indigenous governance and responsibility. Our work included supporting projects with Snuneymuxw First Nation and Wahous Wilderness Lodge.

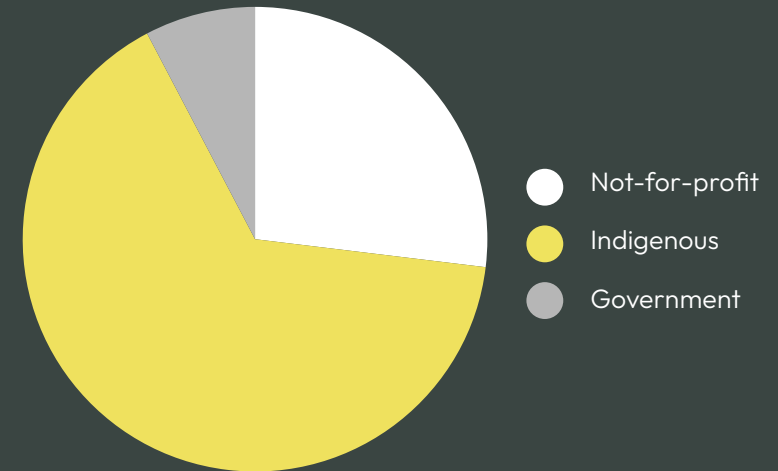
Calling for accountability: We amplified urgent calls for accountability and systemic change with organizations including the ʔaahnuuʔaṭṭ (Ahoustaht) First Nation, Nuuchahnulth Tribal Council and the BC Aboriginal Child Care Society. These projects sought meaningful action from government and leadership while centring the lived experience and truth of their communities.

Supporting self-governance: Working with Wei Wai Kum First Nation and the Te'mexw Treaty Association, we supported community engagement and education as members navigate the B.C. modern treaty process. This work centred accessible communication that both empowered and informed community members through this process.

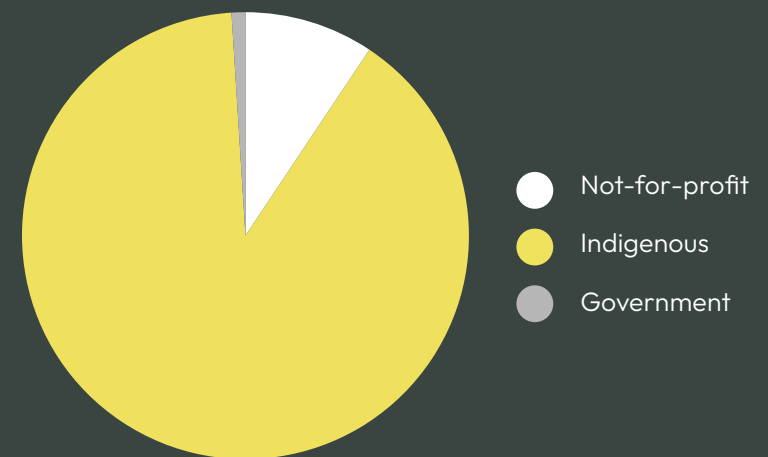
During the 2024-2025 fiscal year, we worked with 26 clients within these categories.



PERCENTAGE OF **CLIENTS** BY TYPE OF ORGANIZATION



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



GOVERNANCE

BUILDING CONNECTION, TOGETHER

With team members spread across B.C. and Canada, we don't let distance define how we work together. Twice a year, we come together in person to deepen our relationships and grow as a team. Our first gathering of the year is our annual strategy session. This is time set aside for us to step back from the day-to-day and look at the bigger picture, together. We reflect on the year behind us while exploring our focus for the next. At the end of the year, we come together again for our annual holiday party, an opportunity to slow down and connect outside our roles. At 50th Parallel, we believe connection isn't just in the meetings and strategy sessions; sitting down together and sharing a meal can be just as transformative.

WALKING **ALONGSIDE** OUR CLIENTS

Strong collaboration is built on trust and open communication. Beyond regular project meetings, our founder and managing director sets aside time to connect with our clients outside of formal deliverables. These check-ins allow our partners to speak openly about what is working, what could be improved and how we can better support their goals. We listen carefully and adapt thoughtfully because we walk alongside our clients, not ahead of them.

BEYOND THE FIT

At 50th Parallel, we practice conscious PR. This means we go beyond fit and actively seek impact and responsibility in the work we take on. Our clients come to us when they're ready to communicate with clarity, care and intention and that alignment matters. Supporting values-aligned organizations and leaders is at the heart of what we do. By staying true to these values, our work continues to empower not only our clients but the communities and systems they are part of.



Annual team holiday party, 2024



Always ready to connect with our community and clients



The team connects over Zoom to celebrate a work anniversary, 2025



WORKERS

A BETTER AND **FAIRER** WORKPLACE

We have the power to create a better and fairer world. For us, this starts with how we treat our team. This year, we formalized that commitment through a comprehensive update to our HR Manual. As an equal opportunity employer, we strengthened our policies to ensure our workplace is grounded in respect and care. These updates included additions such as a Code of Ethics, a Diversity and Inclusion Policy and Bereavement Leave. A supportive workplace is essential to meaningful impact, that's why our workplace honours those who guide the work.

INVESTING IN OUR PEOPLE AND BEYOND

We invest not only in our people but the future of our industry. For our staff, we support ongoing growth through professional development plans and annual performance reviews. Our team members create plans that align with their interests and nurture the areas they value most in their careers. We also apply this approach to the next generation of communications professionals through co-op students. Recognizing that access to early career opportunities is not always equal, we partnered with UVic's Indigenous Co-op department to help address systemic barriers. Offering mentorship and real-world experience to those entering the workforce creates a ripple effect that extends far beyond our team.

CULTIVATING LEADERSHIP

Leadership can be cultivated at every level, that's why our team members have the opportunities to learn at every step. Whether through conferences, workshops or e-learning, these experiences help our people grow into leaders who inspire meaningful change within their communities. Over the past year, our team engaged in a wide range of professional and leadership experiences across communications, design and leadership. This included contributing to global conversations at the IABC World Conference, nurturing professional development at Design Thinkers Vancouver and Next Gen public policy and participating in community-driven forums such as PechaKucha Victoria and the Wedo Vancouver Island Summit.

This year, our founder and managing director, Naz Lauriault, was also recognized with an Inspiring Leaders Award, which celebrates leadership rooted in integrity, collaboration and impact. For us, this recognition reflects the values we strive to embody as a team and the leadership culture we aim to nurture together.

IABC World Conference
in Chicago, 2024



COMMUNITY

KNOWLEDGE WITHOUT BARRIERS

Knowledge grows when it's shared. Rather than gatekeeping what we know, we choose to make learning accessible.

This year, we offered a series of free workshops designed to help organizations and individuals strengthen their communications without barriers. These sessions cover practical skills and strategies, including:

- Canva
- Tailoring Content For Different Platforms
- Private Facebook Groups for Community Engagement
- High-Level Media Spokesperson Training
- Media Monitoring

By sharing what we have learned, we support others in amplifying their messages with confidence and clarity.

WIDENING THE PATH

Our founder and managing director shared insights across North America this year. From conference panels to university classrooms, these conversations explored conscious PR and what we've learned along the way.

This work showed up in community spaces such as PechaKucha Victoria and the WeDo Vancouver Island Summit, where our founder spoke about her journey as an entrepreneur. Taking it global, she led a session at the IABC World Conference, sharing our experience at 50th Parallel working with Indigenous communities as a non-Indigenous organization. She also brought these conversations to students, visiting a PR class at Algonquin College in Ottawa and speaking at the Executive Insight Panel at the University of Victoria.

When we take the risk to learn and grow, we also carry the responsibility to share what we have learned. By widening the path and inviting others in, we help create more accessible and open spaces for change.

COMMUNICATIONS FOR COMMUNITY **IMPACT**

Every campaign we touch has the potential to create lasting impact, and that responsibility drives us every single day. This year, we supported projects that went beyond visibility and helped drive real change. From amplifying calls for urgent donations to supporting national conversations on human rights, our work focused on directing attention and resources where they were needed most. Here are some of those community stories.



Naz with first year
PR students at
Algonquin College, 2024



Naz at the University of
Victoria's Executive
Insight Panel, 2024



Naz speaking at the WeDo
Vancouver Island Summit, 2024

EVERYBODY DESERVES A SMILE

Since 2003, Everybody Deserves a Smile (EDAS) has shared over 30,000 handmade care packages with people who are unhoused, marginalized or facing hardship across Canada. We have been proud to support this pro bono client for many years through social media, print materials and marketing workshops that help amplify their calls for donations and community involvement. This partnership reflects our shared belief that compassion is powerful and can affirm worth and spark real change.

Posters were created for communities across BC and Alberta to call for donations and support

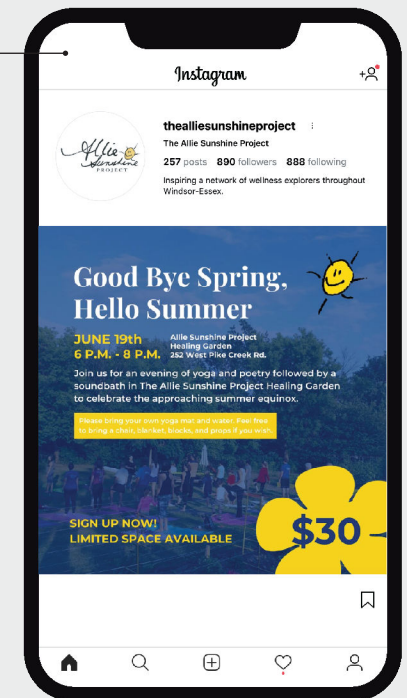
Collection of handouts used for awareness and as a call for donations



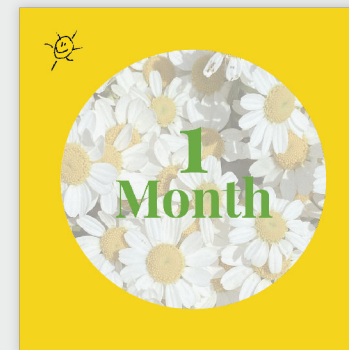
THE ALLIE SUNSHINE PROJECT

Born out of a vision to ignite learning and wellness, The Allie Sunshine Project is a long-term pro bono client we have supported throughout the years. Through social media and print materials, we help amplify gatherings such as their annual Planting Wellness event, which brings community members together and provides free seedlings and plants. Supporting this work allows us to help nurture this community care, year after year.

Annual social media promotions for community events



Sample social media promotion from the annual Planting Wellness event

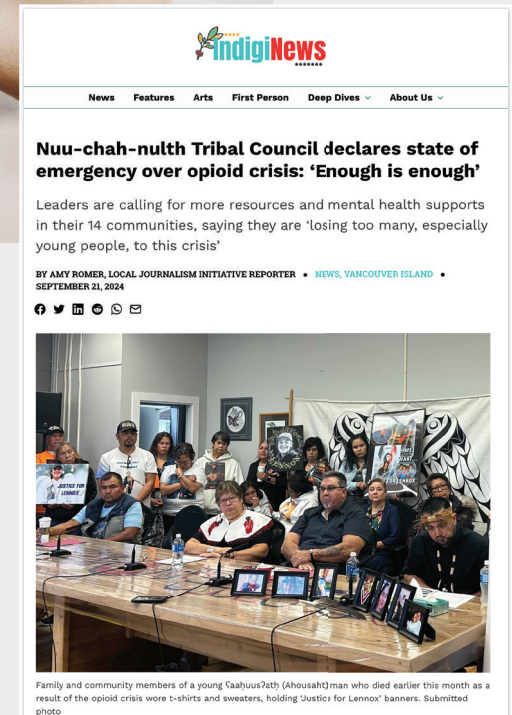


NUU-CHAH-NULTH TRIBAL COUNCIL

This year, our team supported the Nuu-chah-nulth Tribal Council during a critical moment as they declared a state of emergency across all 14 of their member First Nations in response to the ongoing opioid and mental health crisis. Our team provided media relations, key messaging and on-the-ground support for a press conference in Port Alberni. Their message reached more than 50 news outlets locally, provincially and nationally, elevating their urgent calls for action. This work was about advocating for the right to health and safety, while standing alongside the communities demanding change.



Press release sent declaring a state of emergency and subsequent sample media coverage



Cloy-e-iis (Judith Sayers), President of the NuU-chah-nulth Tribal Council, speaks during the press conference, next to a table displaying images of those lost due to the ongoing mental health and opioid crisis.



Cloy-e-iis (Judith Sayers), speaks with media following the announcement declaring a state of emergency



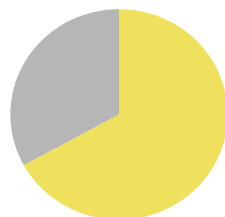


ENVIRONMENT

MAKING A **DIFFERENCE**, ONE STEP AT A TIME

As a service-based organization, our environmental impact looks different from traditional industries. For us, we look at the smaller pieces where we can make a difference. One of the ways we do this is through travel, prioritizing car shares and carpooling to reduce emissions where we can. We also support local suppliers whenever possible, particularly for printing and branded materials. By working locally, we reduce shipping impacts and reinvest in our communities. These decisions may seem small, but they are intentional steps that add up.

LOCATION OF **SUPPLIERS**



- Outside Canada
- Canada

Over a third of our investment in suppliers is local to Vancouver Island

ENRICHING OUR COMMUNITIES

We are committed to supporting activities that serve our communities. Our Community Service Policy is how we empower our team members to do just this. Each year, employees receive up to 24 paid hours to volunteer with charitable organizations of their choice. This supports not only community well-being but personal fulfillment, allowing our team to invest in the things they believe their community needs. One highlight from this year's community service efforts was our support of You Are Not Alone, an organization that provides accommodation and financial assistance to Comox Valley families who must travel to access medical care.

Volunteering at a YANA (You Are Not Alone) holiday event, 2024

ELEVATING FOR IMPACT

While we work to limit our own footprint, our greatest environmental impact comes through the stories we help share. This year, we had the opportunity to support environmental and land stewardship projects, helping amplify initiatives rooted in governance and long-term sustainability. Through strategic storytelling, we supported the following projects.



SNUNEYMUXW FIRST NATION

We partnered with Snuneymuxw First Nation to help revitalize and advance a community planning initiative, building on past engagement and input. The goal was to reconnect members with more than 30 parcels of Snuneymuxw land and gather their stories, ideas and hopes for the future. Our team supported community engagement through key messaging, brand guidelines, social media, printed materials and the development of a multi-year engagement plan.



Various print and digital assets were created to inform the community of the upcoming vote including social media campaign, door hangers and printed 1-pagers

WAHOUS WILDERNESS LODGE

As part of ƛaahʷuusʔaṭṭḥ (Ahousaht) First Nation's land reclamation and economic development efforts, the Nation acquired Tofino Wilderness Resort in Quait Bay, British Columbia. Our team was invited to support a rebranding project to reflect the Nation's ownership as they reopened as Wahous Wilderness Lodge. Prioritizing Ahousaht representation while maintaining the spirit of the original logo, we worked with the client to design a brand guide and key messaging that honoured the Nation's land, values and people.



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



CUSTOMERS

ACCESS WITHOUT BARRIERS

Using our business as a force for good means being intentional about how we share our time and skills. One way we do this is through pro bono clients, which allows us to help organizations amplify their message without the pressure of cost. For several years, we have worked alongside two core pro bono clients: The Allie Sunshine Project and Everybody Deserves a Smile. These partnerships are reciprocal. While we offer our expertise, we are continually inspired by the care and resilience demonstrated by the people behind these organizations. This work reinforces why we do what we do and strengthens our team's connection to purpose-driven impact.

BUILDING **CAPACITY**

Our relationships with clients are rooted in collaboration and capacity building. Through check-ins, shared learning opportunities and workshops, we work alongside our clients to strengthen internal communications capacity rather than creating dependency. Our goal isn't to create reliance. We aim to equip our clients with the tools and frameworks to communicate effectively, long after our work together has ended.

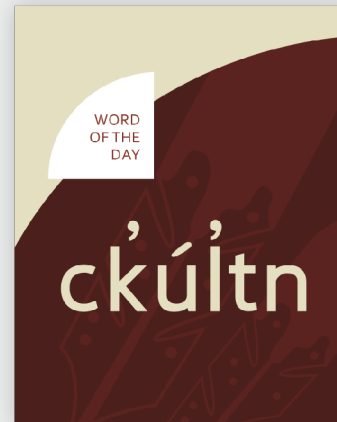
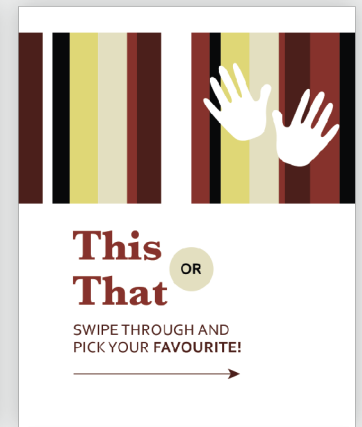
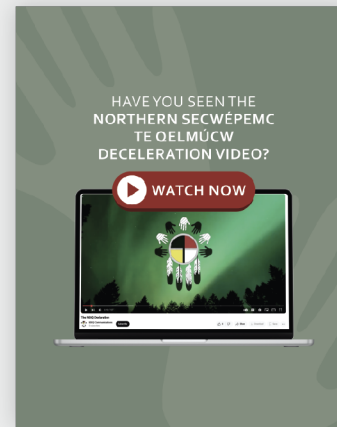
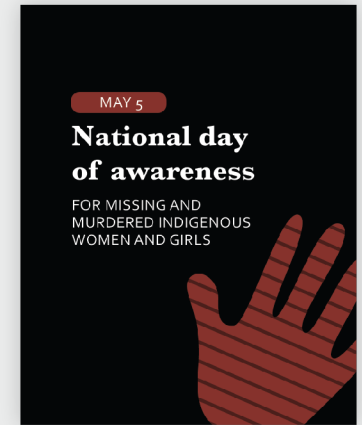
SUPPORTING SYSTEMS **OF CHANGE**

Our services are designed to amplify voices and support systems of change through thoughtful storytelling. This includes advocating for clients through media relations, social media campaigns and strategic storytelling that always centres community priorities.

NORTHERN SHUSHWAP TRIBAL COUNCIL

In Stage 5 of modern treaty negotiation with the BC and Canadian governments, the Northern Shushwap Tribal Council has been looking to strengthen engagement with their community. We were brought on to specifically target youth engagement, including members living both within and outside their Nation's lands. Through a comprehensive social media strategy and consistent social media engagement, we support the Council each month in engaging and inspiring their youth.

Sample social media posts encouraging youth to interact with and engage in their culture and the treaty process

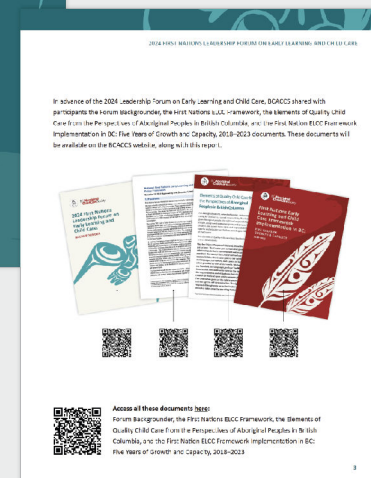
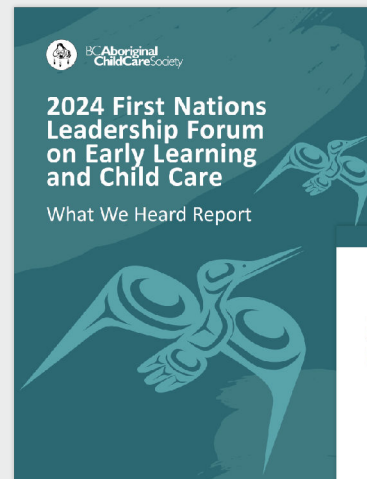


BC ABORIGINAL CHILD CARE SOCIETY

The BC Aboriginal Child Care Society provides early learning programs, training and support services to Indigenous children, families and educators across British Columbia. We were engaged to support communications for the First Nations Early Learning and Child Care Leadership Forum, a two-day gathering that brought together more than 250 delegates from over half of B.C. First Nations. Our support included key messaging, media outreach, workshop facilitation, day-of event support and a final What We Heard report.



First Nations Leadership Forum on Early Learning and Child Care, 2024.



What We Heard report sharing findings from the Forum.





Designed print and digital materials supported media registration, brand usage and presentation delivery

ʔaahʔuusʔath (AHOUSAHT) FIRST NATION

We had the privilege of supporting the communications for ʔaahʔuusʔath (Ahousaht) First Nation in their ʔahʔiihčəp ʔukwɪt ʔiqhmuut (Honouring Our Ancient Ones) Project. Using archaeological research, scanning technology and oral histories, this project was dedicated to locating missing children who attended the Ahousaht Indian Residential School on Maaqutusiis (Flores Island) and the Christie Indian Residential School on Hilth hoo is (Meares Island). We supported the first phase of this project, which aimed to share insights from the initial research and scanning with former students, families and the public. Through media outreach, print and digital materials and day-of-event support, it was an honour to amplify this message and contribute to this significant work.

Ahousaht former students, community members, families and media came together on ʔaahʔuusʔath (Ahousaht) First Nation ʔaahʔuuti (territory) for Phase 1 information sharing of ʔahʔiihčəp ʔukwɪt ʔiqhmuut (Honouring our Ancient Ones)



Angus Campbell, Ahousaht Elected Councillor, speaks with media following the ʔahʔiihčəp ʔukwɪt ʔiqhmuut (Honouring Our Ancient Ones) Project announcement

LOOKING AHEAD

Looking towards the 2025-2026 fiscal year, our focus remains on building capacity and deepening our impact.

Education will be at the heart of this effort through the launch of our 50th School for Conscious PR. Guided by the principles of conscious leadership and strategic storytelling, the school will offer courses that blend traditional public relations skills with values-driven communications and personal alignment.

We will also be deepening our commitments. In line with our environmental impact goals, we are applying to become 1% for the Planet members, donating a portion of our profits to causes that matter. Internally, we are stepping up for our team by applying for certification as a living-wage employer, ensuring that every collaborator is paid fairly. Lastly, building on our redefined values, our team will focus on shaping an impact statement that will capture the change we are creating together.

Together, these priorities reflect our commitment to conscious growth, meaningful partnerships and a future grounded in purpose.

