50TH PARALLEL
PUBLIC RELATIONS

BENEFIT REPORT

2025–2026



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MESSAGE FROM THE FOUNDER



At 50th Parallel PR, we are intentional about the clients we support, the work we champion and the standards we hold ourselves to. We prioritize clarity over speed and alignment over visibility. In our fourth Benefit Report, we share not just what our commitments are but how they are embedded into the fabric of who we are — because sustainable success requires presence, intention and impact that holds up over time.







OUR IMPACT

USING BUSINESS AS A FORCE FOR GOOD

From the way we approach our work to the everyday choices we make, we're committed to using business as a force for good. For us, that means looking beyond what we deliver and considering the broader impact of how we operate, connect and navigate the world. We believe being a force for good starts with taking responsibility for the role we play. It shapes how we work with our team and clients and how we contribute to our communities. It's not something separate from our business. It's part of who we are and the kind of company we are committed to building.

OUR PEOPLE

INVESTING IN OUR IMPACT

Our impact starts within our own walls. We believe creating a workplace where people feel supported, trusted and valued is essential to doing good work and building a business that lasts. That means creating space for our team to grow, contribute their ideas and bring their perspectives to the work we do together. Investing in our people is an investment in the strength of our business. When our team has the support and opportunities they need to thrive, they are better able to do their best work, build strong relationships and contribute to the communities around them. It's one of the ways we put our values into practice and create a workplace we are proud to be part of.

OUR ACTIONS

WHAT THIS REPORT SHOWS

This report captures how our commitments show up across our business and the work we do with our clients. It reflects the progress we've made over the past year, the work we have continued to build on and the areas we're continuing to grow.

Thank you to our team, collaborators and clients who believe in this work just as much as we do.



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.

IMPACT STATEMENT

We help sustainably-minded organizations lead with clarity, confidence and care. We practice conscious public relations through culturally-responsive storytelling, education and decolonial messaging. We raise the voices of those who dare to do good, because who we stand beside reflects what we stand for. This work is healing — and it brings people together.



2025-2026 HIGHLIGHTS

BUSINESS AS A **FORCE FOR GOOD**

As a certified B Corp, we believe that business can and should be a force for good. This belief guides how we show up each day and shapes our decisions. This year, it led us to take two meaningful steps: becoming a 1% for the Planet member and a certified Living Wage Employer.

Joining 1% for the Planet connects us to a global community of businesses committed to giving back. As members, we pledge one percent of our annual sales to environmental causes. This move is a natural extension of what we stand for and a natural next step in our journey to build a more sustainable, responsible and regenerative future for all.

Alongside our environmental commitments, we also took action to better support our people by becoming a certified Living Wage Employer. This means Living Wage BC has verified that we pay all of our collaborators a living wage. Our impact starts within our own walls, and by ensuring our team can meet their needs, we can continue to build a better, fairer world.

DEFINING OUR IMPACT

Using business as a force for good requires us to be intentional about what we stand for and how we put those values into practice. This year, we took the opportunity to put that responsibility into our own words by defining our impact statement.

It was a collaborative process, with every team member having a voice in shaping the words. We talked about what it means to be a business that considers more than its bottom line and how our commitments to people, the planet and our communities show up in the way we work.

What emerged was an impact statement that feels true to who we are today and where we want to go next. More than a statement on paper, it gives us a way to articulate what matters to us and a reference point for the decisions we make as we continue to grow.

FOSTERING **AUTHENTIC** COMMUNICATIONS

Communications has the power to shape how people understand one another and the world around them. This year, our approach to this work was recognized in several ways.

Our founder and managing director, Naz Lauriault, was named among The PR Net's Marcomms' Most Influential 2025, an international recognition celebrating innovators driving impact across marketing and communications. 50th Parallel was also named an honouree of The PR Net's Next Gen Awards 2026, which celebrates agency excellence and innovators shaping the future of communications.

For our team, these moments were an opportunity to reflect on the work we put into the world each day and the values behind it. We are proud to see our approach recognized as we continue building a communications practice grounded in authenticity, care and purpose.



Naz accepting The PR Net Marcomms' Most Influential 2025 award.





The team works on a new impact statement during the annual strategy session.



The team poses in their 2026 50th Parallel T-shirts.



Naz accepting The PR Net 2026 Next Gen Honoree recognition.

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:

Building lasting communications capacity: We worked alongside Indigenous organizations to strengthen internal communications, resources and confidence. Our work with Northern Secwépemc te Qelmucw and Wei Wai Kum First Nation focused on building tools and knowledge that can support their teams long after our work together.

Creating opportunities for engagement: We helped organizations create accessible ways for their communities to stay informed, ask questions and participate. With Snuneymuxw First Nation, The Alliance of BC Modern Treaty Nations and the Te'mexw Treaty Association, we supported engagement and education by developing clear, culturally responsive communications.

Supporting environmental stewardship: We continued to work with organizations connecting environmental responsibility, community and place. Our partnerships with The Allie Sunshine Project and Wahous Wilderness Lodge helped share initiatives rooted in connection to nature, land and community.

Growing funding support: We helped organizations access essential funding through communications materials designed to drive action. This included supporting The Connect Fund and Everybody Deserves a Smile with their largest donor events and fundraising campaigns of the year.

Strengthening media relations: We supported organizations in building more intentional, relationship-based approaches to media engagement, helping them communicate proactively and strengthen their public presence. For Snuneymuxw First Nation, the Te'mexw Treaty Association and Wei Wai Kum First Nation, this included strategic media lists, community-centred releases and targeted outreach.

During the 2025-2026 fiscal year, we worked with 17 clients within these categories.

REMARKABLE COMMUNICATIONS

SNUNEYMUXW FIRST NATION

TE'MEXW TREATY ASSOCIATION

Wei Wai Kum

nene IN HARMONY

EDAS

CONNECT FUND

community LAND TRUST

Tsakwa'lutan HEALING CENTRE

Allie Sunshine PROJECT

AHOUS ADVENTURES

Maɬaxaala First Nation

WAHOUS WILDERNESS LODGE

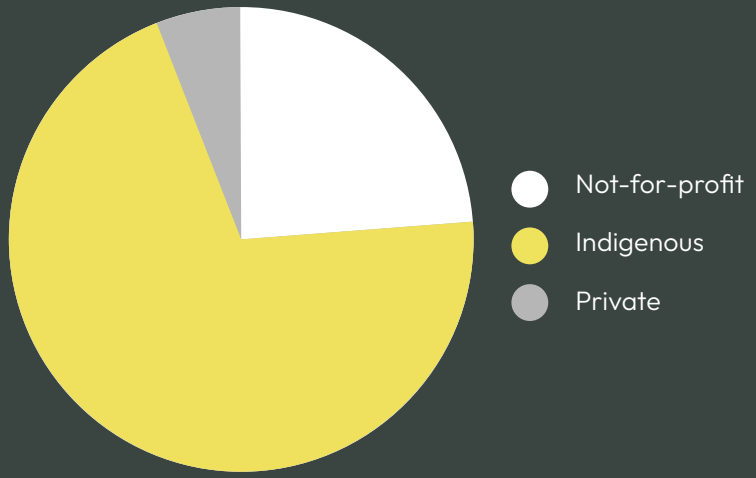
Uchucklesaht Tribe Government

Yuutu?it?ath

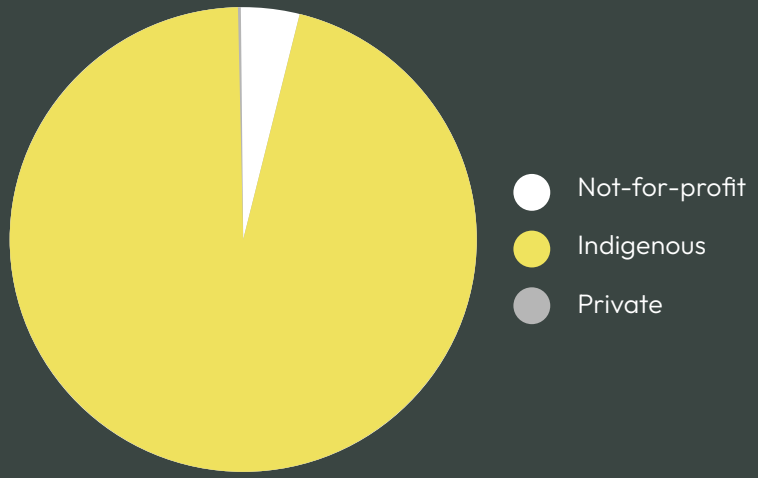
TLA'AMIN NATION

THE ALLIANCE OF BC MODERN TREATY NATIONS

PERCENTAGE OF **CLIENTS** BY TYPE OF ORGANIZATION



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



PURPOSE & STAKEHOLDER GOVERNANCE

BUILDING A **SHARED VISION**

Each year, our team comes together for a retreat — a chance to step away from the day-to-day, reconnect as a team and make space for the conversations that shape where we're headed. This year, we used that time to define our impact statement. As a Certified B Corp and 1% for the Planet member, we wanted to put into words what we do and why it matters. Together, we landed on a statement that felt true to 50th Parallel and reflective of where we are today, while giving us a clear intention for where we want to go next. For us, defining our impact is about more than making a claim. It gives our team, our clients and our partners a shared understanding of who we are and holds us accountable to continuing to do the work behind those words.

GROWING WITH **INTENTION**

Our team is growing, and with that comes the responsibility to make sure we have the right support in place. This year, we welcomed two new leaders to strengthen key areas of our organization and support the next stage of our growth. Our new Chief Growth and Expansion Officer joined us with extensive experience in strategic growth, communications and leadership development, bringing a fresh perspective to how we build our business, strengthen our team and create opportunities for the future. Rounding out our leadership team, we also welcomed a Creative Director to meet our clients' growing design needs and expand the creative expertise we bring to their communications. We're dedicated to growing sustainably; that way, we maintain the relationships, care and quality of work that have shaped 50th Parallel from the beginning.

FOSTERING **LONG-TERM** PARTNERSHIPS

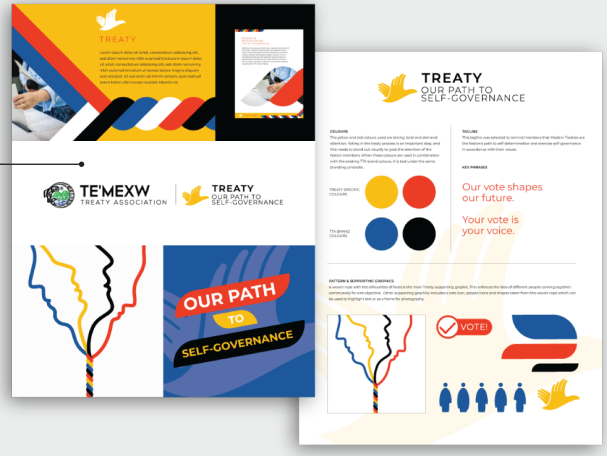
The strongest client relationships are built over time. This year, we saw continued growth in long-term partnerships, including an increase in retainer relationships and strong retention among our existing clients. For us, this reflects the trust we build when we move beyond individual projects and become a consistent part of our clients' teams. From nearly eight years with the Te'mexw Treaty Association to five years with Everybody Deserves a Smile and The Allie Sunshine Project, we are proud of the relationships we have built and the opportunity to grow alongside the organizations we support. These partnerships allow us to develop a deeper understanding of our clients, their communities and their goals, so we can bring that understanding into the work we do together.

TE'MEXW TREATY ASSOCIATION

For nearly a decade, we have partnered with the Te'mexw Treaty Association to strengthen communications capacity in service of its member Nations as they move through the BC Treaty Process. Our work has focused on making complex information easier to understand and creating meaningful opportunities for community members to engage. We've brought together a suite of communications tools and engagement approaches, spanning printed materials, virtual sessions, in-person gatherings and opportunities for members to engage directly with negotiators, Nation leaders and legal counsel. The result is a communications approach that not only delivers consistent, up-to-date information but also strengthens understanding, builds confidence and enables members to participate meaningfully in decisions that shape their Nations' futures.



A comic book series following adventures of the Treaty process.



Treaty-focused sub-brand guide for Treaty communication materials.



Constitution-focused sub-brand guide for a constitution communication campaign.

CLIMATE ACTION

DEEPENING OUR **COMMITMENT**

Deepening our commitment to people and the planet, we became a 1% for the Planet member. Joining a global network of brands committed to donating one percent of annual sales to environmental causes, this move was a natural extension of what we stand for as a certified B Corp. This commitment gives us a tangible way to turn our values into action and direct resources toward organizations creating change in the communities where our team operates. This year, we collectively identified five organizations across our communities to receive our 1% for the Planet contributions. Each organization is contributing to environmental stewardship in its own way, from protecting local ecosystems and waterways to supporting community-led approaches to a more sustainable future.



RECIPROCITY TRUSTS

Victoria — Decolonizes private property culture on Indigenous lands by providing Southern Vancouver Island Nations with reliable, ongoing funding, guided by their own priorities.

CUMBERLAND COMMUNITY SCHOOLS SOCIETY

Cumberland — Enhances quality of life in Cumberland through food security, inclusive recreation and community development.

OTTAWA RIVERKEEPER

Ottawa — Protects the ecological health of the Ottawa River and its watershed.

TREES CANADA

Canada — Builds greener communities and strengthens Canada's urban forests through tree planting, urban forestry and community greening initiatives.

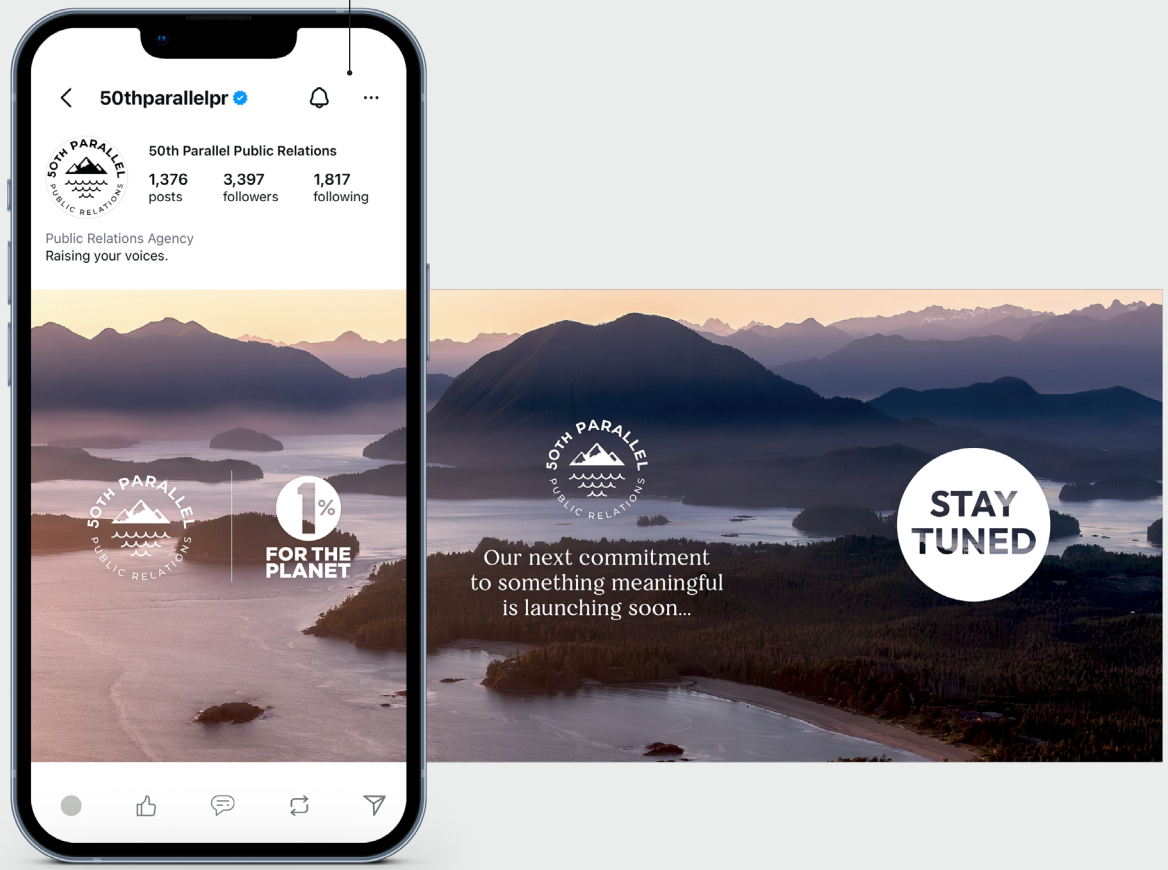
STANLEY PARK ECOLOGY SOCIETY

Vancouver — Protects Stanley Park's ecosystems through education, research and conservation.

RAISING VOICES OF CHANGE

Our role in climate action extends beyond where we direct our dollars. As communicators, we have an opportunity to help environmental organizations share their work, bring people into the conversation and build greater connection to the places they are working to protect. Through our partnerships, we contribute strategic communications support to organizations whose work connects people to the environment and inspires greater care for the places we share.

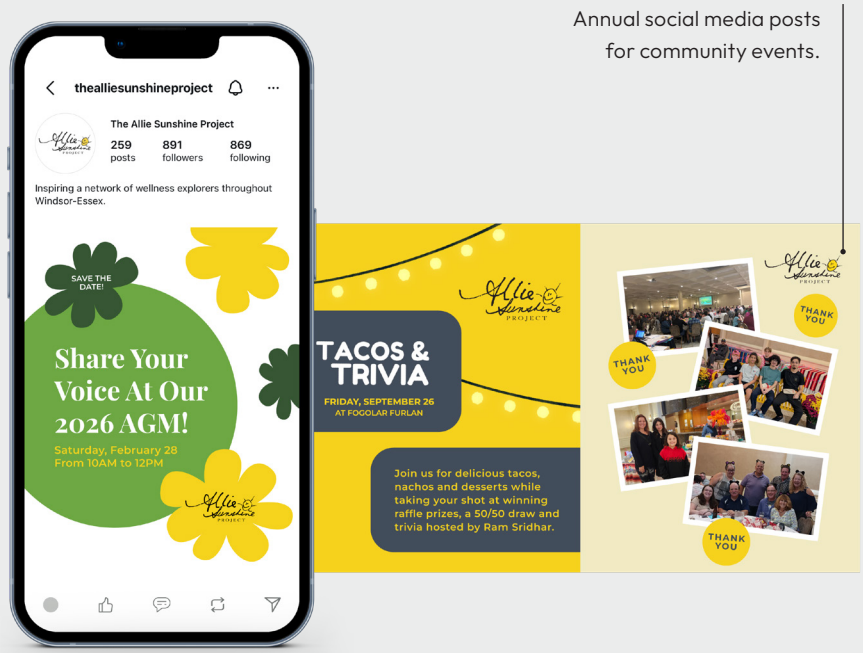
50th Parallel's social media campaign announcing its 1% for the Planet membership.



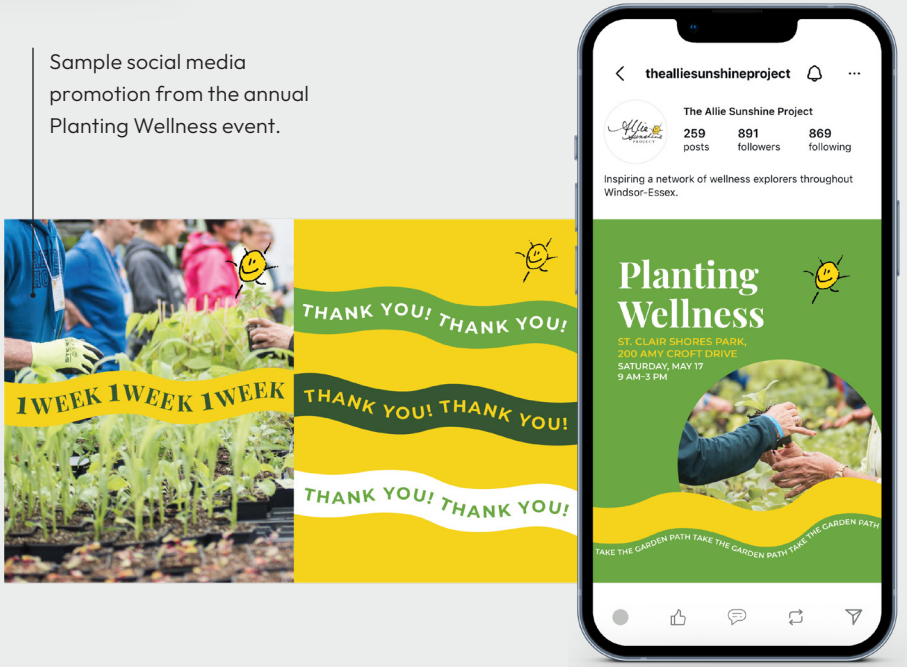
THE ALLIE SUNSHINE PROJECT

For over five years, we have supported The Allie Sunshine Project, a not-for-profit organization igniting learning and wellness through a connection to nature. Each year, we provide pro bono communications support for their annual Planting Wellness event, which provides free seedlings to the community, and their Tacos and Trivia Night, which raises funds for Buddy Benches in local schools. Through nature, shared knowledge and community connection, The Allie Sunshine Project creates opportunities for people to invest in their own well-being while developing a deeper relationship with the natural world around them. We are proud to continue supporting an organization that brings these ideas together in tangible ways, helping foster healthier people, stronger communities and a greater connection to the places we call home.

Annual social media posts for community events.



Sample social media promotion from the annual Planting Wellness event.



JUSTICE, EQUITY, DIVERSITY & INCLUSION

FOSTERING **DIVERSE AND INCLUSIVE** SPACES

Everyone should have the opportunity to feel respected, valued and included. At 50th Parallel, we work to foster a culture that recognizes and embraces our team's diversity, while holding ourselves accountable for creating an equitable workplace. Our Diversity and Inclusion Policy helps ensure our policies, practices and systems are designed to support dignity, respect, equal access and full participation. From recruitment and training to day-to-day team practices, we strive to create an environment where people feel valued for the unique perspectives, skills and experiences they bring.

ACCESSIBLE COMMUNICATIONS

Our commitment to inclusivity also extends to the way we communicate. We know how information is presented can either create connection or create barriers. Through accessible design, captions, clear language and thoughtful content practices, we work to make communications easier to understand and engage with, helping more people access the information and stories that matter to them.

CREATING **ACCESS** TO OPPORTUNITY

Access to the right resources can help organizations strengthen their communications and create greater opportunities for their communities. As part of our work with Indigenous organizations, we help clients navigate funding opportunities that can make strategic communications support more accessible. This year, we continued to support organizations exploring funding through the federal government's Professional and Institutional Development Fund. Where eligible, the program can cover up to 100% of eligible project costs, creating an opportunity for organizations to invest in communications capacity, strategic planning and resources that may otherwise be difficult to access.

BUILDING **CAPACITY**

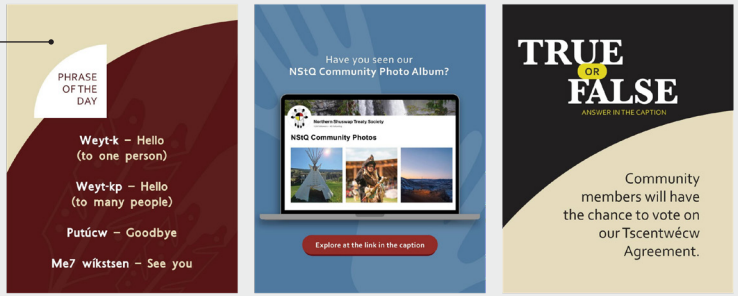
For us, working with Indigenous organizations is not about creating a lasting dependency on us. It's about working alongside our clients to build their confidence, knowledge and internal capacity so that, over time, they can manage their communications independently. That means sharing our knowledge rather than keeping it with us. We work alongside existing teams, provide training and develop practical guides, templates and tools that can be used long after a project is complete. Our role is to support, equip and empower our clients to build communications practices that work for their own teams, communities and priorities. Here are some of the ways we build capacity:



NORTHERN SECWEPEMC TE QELMUCW

Northern Secwépemc te Qelmucw (Northern Shuswap Tribal Council) is in Stage 5 of the BC Treaty Process, making clear communication essential to keeping community members informed and connected. This year, we focused on building their internal communications capacity through key messaging, moderation guidelines, a brand guide and Canva and Illustrator templates. Rather than simply creating their communications, we focused on giving their team the tools to manage more of this work themselves. The resources we developed give their team greater independence while supporting communications that reflect their voice, priorities and community.

Social media templates created in Canva and Illustrator to support in-house content creation.



Brand Guide identifying tone, colours, text, logos, graphics, imagery and social media samples.



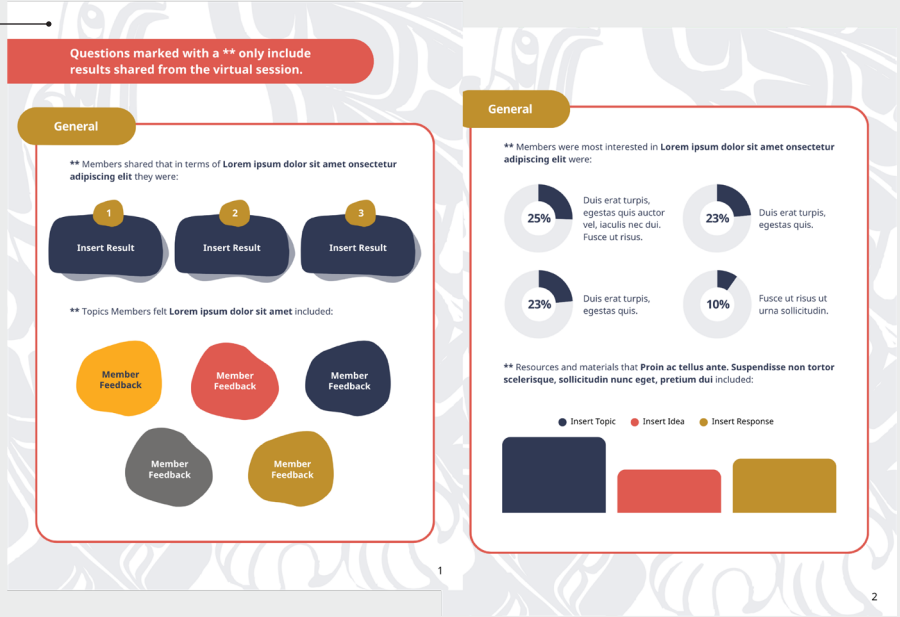
WEI WAI KUM FIRST NATION

Communication support for Wei Wai Kum First Nation was designed with long-term ownership at the forefront. Our work focused on accessible tools and practical materials that could be adapted and maintained over time. A key asset developed was a Canva newsletter template, giving the team a ready-to-use resource they could easily update internally. This approach extended across communications materials like social media content, meeting recaps and reports like their What We Heard report. Capacity building also grew through collaboration and feedback, with regular guidance on content, structure and design, strengthening the team's confidence and ability to lead communications internally.

A What We Heard Report template to share topics discussed and overarching theme from community meetings.



An Engagement Report template highlighting community feedback.



GOVERNMENT AFFAIRS & COLLECTIVE ACTION

EDUCATION FOR FUTURE COMMUNICATORS

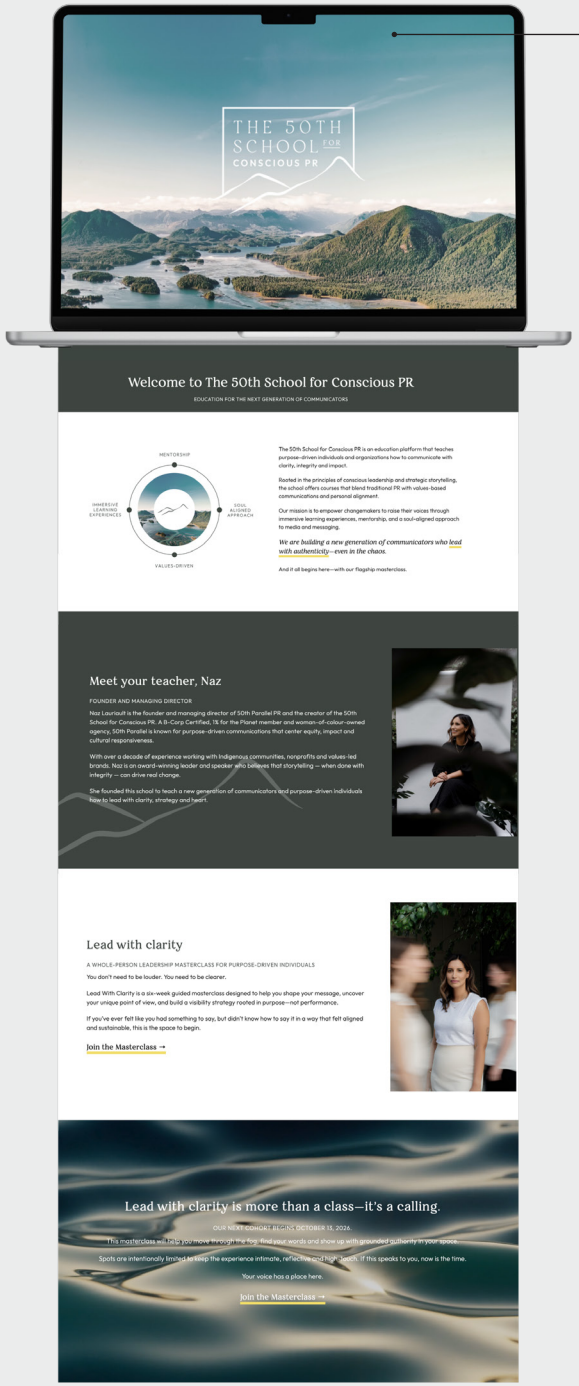
We have a responsibility to help shape the future of our industry. This year, our founder and managing director, Naz Lauriault, launched the 50th School for Conscious PR, a platform designed to help purpose-driven individuals and organizations communicate with greater clarity, integrity and intention. Rooted in conscious leadership and strategic storytelling, the school brings together traditional public relations practices with values-based communication and personal alignment. Through the school, Naz launched the first cohort of the flagship masterclass, Lead with Clarity, a six-week guided class designed to help individuals shape their message, uncover their unique point of view and build a visibility strategy rooted in purpose.

BEYOND SHARING WHAT WE'VE LEARNED

Each year, our Trends Report gives us an opportunity to look beyond our own work and share the patterns, shifts and lessons we've learned. This year, we took that commitment a step further. Through our Conscious PR Trend Forecast Micro-Sessions, we brought together business leaders to explore how practical, human-centred communications strategies can help organizations navigate the evolving communications landscape. Our goal was to move beyond simply identifying trends and instead creating space for leaders to consider what those shifts mean for their people, their customers and the communities they serve.

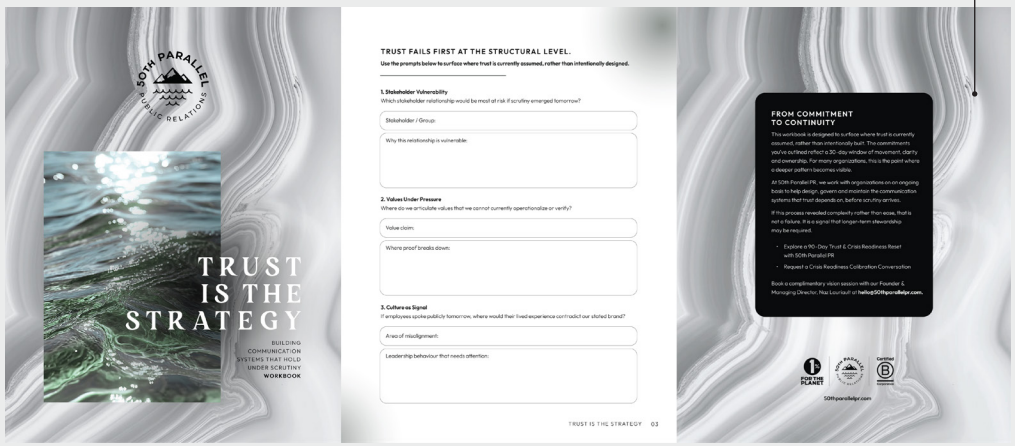
SHARING OUR SERVICES

Knowledge is a tool for empowerment and shouldn't be limited by access or experience. That's why we make our skills and expertise available to organizations doing meaningful work through pro bono communications support. We have proudly supported The Allie Sunshine Project and Everybody Deserves a Smile for the past five years, and this year we were grateful to extend that support to The Connect Fund.

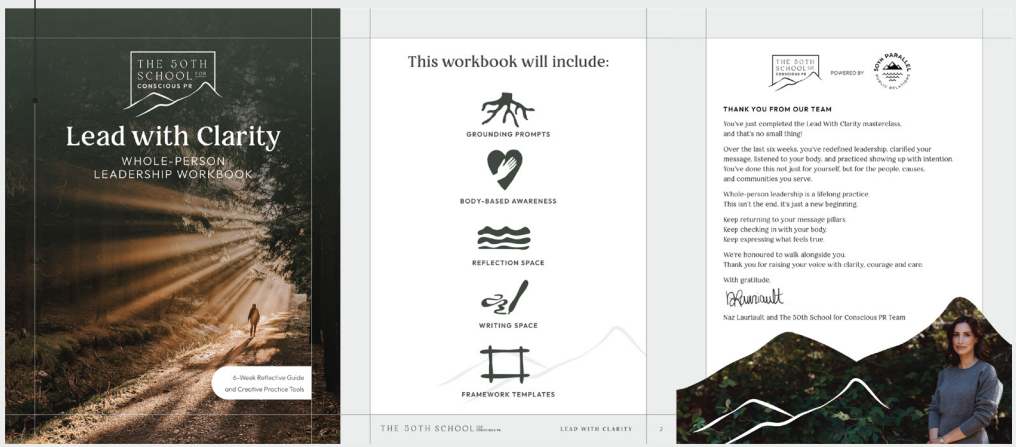


The 50th School for Conscious PR website.

Conscious PR Trend Forecast Micro-Session fillable workbook.

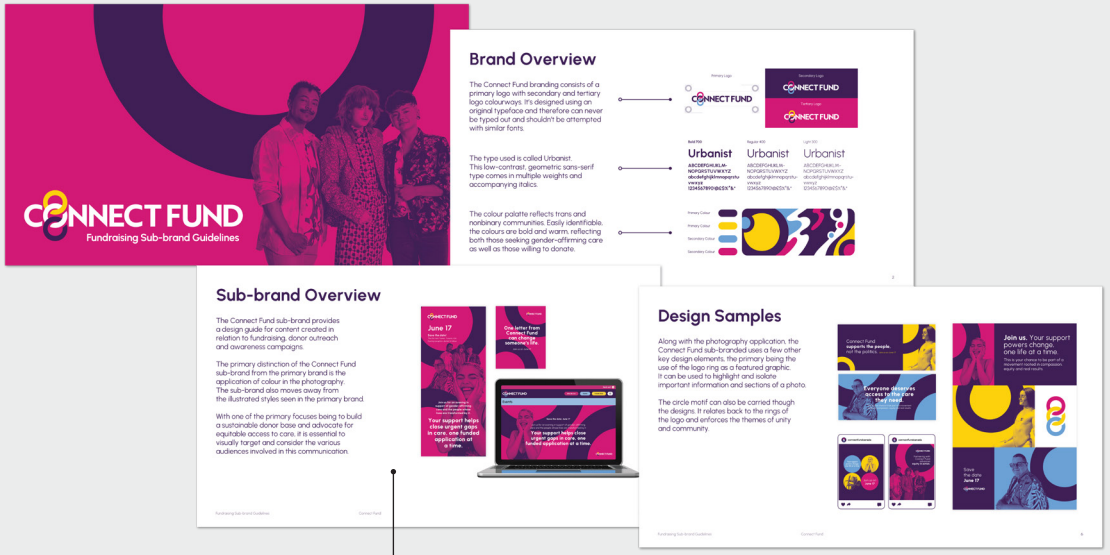


The Lead With Clarity fillable workbook.



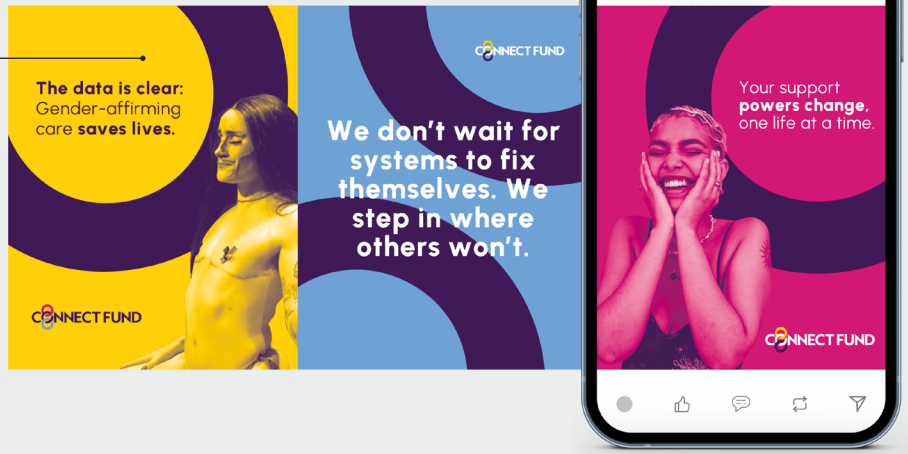
THE CONNECT FUND

The Connect Fund is a non-profit organization that funds access to gender-affirming and transition-related care for trans, non-binary and gender-diverse people in Ontario and Alberta. Created in response to growing gaps in care, long waitlists and financial barriers, the organization helps connect people with the support they need. This year, we partnered with The Connect Fund to support their fundraising efforts, collaborating on messaging, sub-branding and communications materials ahead of a major event.



Fundraising sub-brand guidelines.

Social media posts designed to raise awareness.



EVERYBODY DESERVES A SMILE

Everybody Deserves a Smile (EDAS) is a learning project that connects elementary and middle school students with unhoused individuals through leadership, education and real compassion. We have supported EDAS for more than five years, providing fundraising materials, educational presentations, brand assets and social media support. Each year, we are proud to contribute our communications expertise to an organization creating opportunities for young people to learn, lead and build greater connection and empathy within their communities.



Comox Valley annual community donation poster.





Rack card to share EDAS's purpose and how to support.



FAIR WORK

BUILDING A BETTER **FAIRER** WORLD

We believe meaningful impact begins with how people are treated. For us, that starts within our own team and creating the conditions for people to feel respected, supported and able to thrive.

As a certified Living Wage Employer, verified by Living Wage BC, we are committed to ensuring our employees and collaborators are paid a living wage. We see fair compensation as foundational to a healthy workplace. When people have greater financial security, they are better positioned to focus on their work, communities and lives beyond work. It is one way we put our people-first values into practice, honouring our commitment to building a better, fairer world.

PEOPLE-FIRST WORKPLACE

Creating a people-first workplace also means establishing clear expectations for how we treat one another. We are committed to maintaining a work environment where every individual is treated with dignity and respect, and where bullying, discrimination and harassment are not tolerated. Our Workplace Anti-Bullying, Discrimination and Harassment Policy outlines the behaviours that are unacceptable and provides a clear framework for addressing concerns. It extends to employees, contractors and service providers, reflecting our belief that respect should be consistent wherever our work takes place. Alongside this, our Whistleblower Policy provides an additional avenue for raising concerns and seeking support. Together, these policies build accountability and give our team clear processes to speak up when something does not feel right.

CREATING SPACE FOR **GROWTH**

We're committed to creating opportunities for our team to grow, both within their roles and in their careers. We continually support that growth through regular performance reviews and professional development opportunities, giving team members space to reflect on their work, identify areas for growth and build the skills they want to take forward. Our plans are tailored to each person's goals, whether that means developing new skills, taking on greater leadership or exploring an area of interest. Investing in our team allows us to build on each person's strengths while creating opportunities for them to grow alongside the business.

FOSTERING **BELONGING**

A strong workplace is built on more than just the work we do. It's shaped by the relationships we build, the trust we have in one another and the space we create to connect. Our annual holiday party is one way we do this, giving our team a chance to step away from the day-to-day, spend time together and celebrate the year we've shared. Creating space for connection is an important part of how we build a workplace where people feel supported and valued. Moreover, for the second year in a row, we saw zero staff turnover. While many factors contribute to people choosing to stay, we see this stability as one reflection of the environment we are continuing to build. We're proud to have a team that continues to grow together, support one another and choose to be part of 50th Parallel.





The team connecting at their annual Holiday Party.

50th Parallel becomes a certified Living Wage Employer, verified by Living Wage BC.





HUMAN RIGHTS

BUILDING **RESPONSIBLE** RELATIONSHIPS

We believe the work we do, and the relationships we build along the way, should reflect our commitment to equity, dignity and human rights. We make a conscious effort to ensure that the organizations we work with do not promote or engage in practices that contribute to human rights abuses or violations. We extend that same consideration to our supply chain, recognizing that responsible business means looking beyond our immediate relationships. Where possible, we work with suppliers that are assessed against independent, third-party standards related to labour practices, environmental sustainability and other areas of impact.

LEADING WITH **PURPOSE**

Storytelling has the power to influence how people understand one another, their communities and the world around them. This year, our founder and managing director, Naz Lauriault, was recognized as one of The PR Net's Marcomms' Most Influential. This international recognition celebrates leaders making an impact across marketing and communications, and it was particularly meaningful as a reflection of the principles that have shaped her approach to the industry: equity, authentic relationship-building and meaningful impact. This recognition also gave us an opportunity to reflect on the kind of organization we are building, grounded in respect for our people, our clients and the communities we work alongside.



ENVIRONMENTAL STEWARDSHIP & CIRCULARITY

THE **CHOICES** BEHIND OUR WORK

Our environmental impact is shaped by the everyday choices behind how we work. We operate through a work-from-home model, which allows our team to contribute from communities across Canada. By removing the impact of daily commutes and office operations, we give our team greater flexibility to balance work and life while supporting commitment to thoughtful operations. This approach also extends to the communications assets we help bring into the world for our clients. From print and branded materials to other resources, we consider where and how these items are sourced. Prioritizing local suppliers and working with conscious providers whenever possible helps reduce unnecessary impacts while supporting businesses and communities closer to home.

STEWARDSHIP THROUGH STORYTELLING

Our commitment to environmental stewardship extends beyond our own operations and into the work we support. Through our client partnerships, we have the opportunity to contribute our expertise to initiatives where land, culture, community and long-term sustainability are closely connected. One example is our continued work with Wahous Wilderness Lodge. The lodge was acquired through the Maaqtusiis Hahoulthee Stewardship Society, which supports the stewardship and sustainable management of ʕaḥuusʔatḥ haḥuuɬii (Ahousaht territory) in ways that balance Ahousaht cultural values, ecological integrity and the social and economic well-being of ʕaḥuusʔatḥ musčim (Ahousaht people).



WAHOUS WILDERNESS LODGE

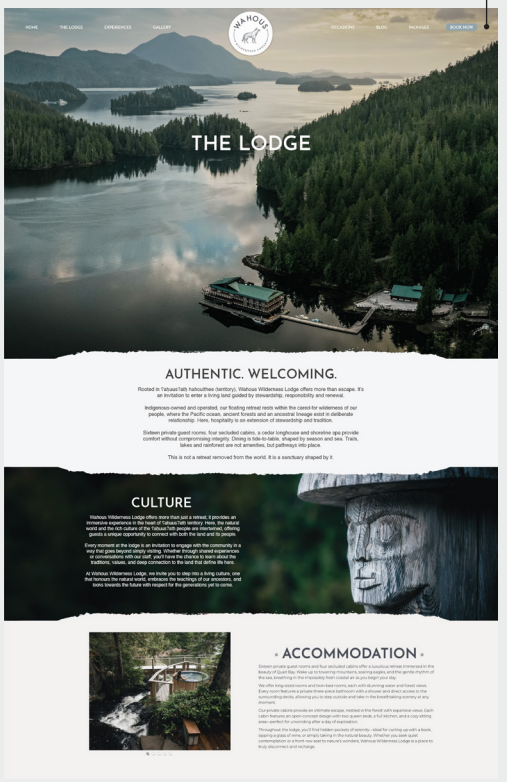
Owned and stewarded by ʕaaḥuusʔatḥ (Ahousaht) First Nation, Wahous Wilderness Lodge exists within a sacred place where land, water and culture have remained intertwined for generations. We were honoured to continue our partnership by supporting the lodge as it prepared to welcome guests for the 2026 season. Our work this year focused on bringing the vision to life across the guest experience, from an elevated website and updated imagery to promotional video, print materials and social media support. For us, this work represents an opportunity to contribute our expertise in a way that supports a larger vision of stewardship, one that looks beyond a single season and toward the continued relationship between people, place and community.



Hero video developed for the lodge's website, speaking to the experience and connection to the land.



Mockup of the updated website.



LOOKING AHEAD

Looking ahead to the 2026–2027 fiscal year, we are focused on reflecting our values in every part of how we operate. As we grow and evolve, that means looking beyond the impact of our client work to consider the policies, practices and relationships that shape our business.

Preparing for B Corp recertification under the new standards will be an important part of that work. We see the process not simply as a certification milestone, but as an opportunity to take a deeper look at where we can strengthen our practices and hold ourselves to a higher standard.

This includes strengthening our procurement practices so that, where possible, we work with suppliers that share our commitment to positive social and environmental impact. We will also develop an environmental management policy to provide a clearer framework for understanding and reducing our environmental footprint, ensuring we offset our carbon footprint. Looking internally, we will review and update our HR policies to ensure they continue to reflect the kind of workplace we want to create while honouring the new B Corp standards.

Ultimately, these priorities are about bringing greater intention to the way we do business. We want our values to be evident not only in the work we deliver, but in the choices we make and the relationships we build along the way.




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