

2023 Community Impact Report

seer
interactive

We are a digital marketing agency that relentlessly pursues buried truths in big data, sets fire to assumptions, and builds inspired communities from the ashes.

In 2023 Seer *leveled up* our Community Impact Program

B Corp Certification

In November, Seer became a certified B Corp, concluding an **18 month evaluation process** and formalizing our commitment to our team, our community, and our environment.

Habitat for Humanity

In October, 24 team members from across the country took part in a **3 day build** with Habitat for Humanity of MontDelco. The build allowed us to give back to the community, work cross divisionally, and learn some new skills.

Monthly Volunteer Activities

We leaned into our remote first identity by creating monthly volunteer activities accessible to all team members regardless of location. Together, we cleaned out our pantries, donated blood, and wrote letters to senior citizens.

Increased Volunteer Hours

We volunteered **5122** hours, an increase of **44** hours from 2022 despite having **56** less team members.

Certified



®

Corporation

B Corp Certified

B Corp is a certification that shows formal commitment to community, the environment, and our workers. After 18 months of assessment and evaluation, Seer became a certified B Corp in November of 2023

We're driven to make a positive impact on the people around us. Every win for our clients allows us to pour profits into uplifting others.

For us, B Corp certification isn't just a box to check. It's a passionate re-commitment to our core values. Want to know what we learned along the way? [Check out this blog post.](#)

IN 2023, SEER CONTRIBUTED



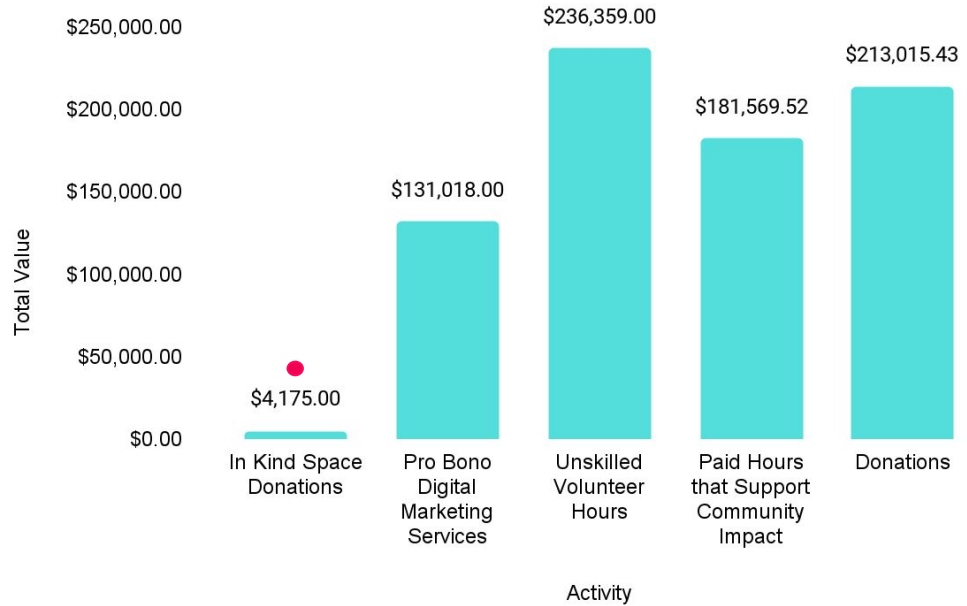
\$766,137

TO THE COMMUNITY THROUGH VOLUNTEERING, AND PHILANTHROPIC GIVING

2023 Financial Contributions

In Kind Space Donations:

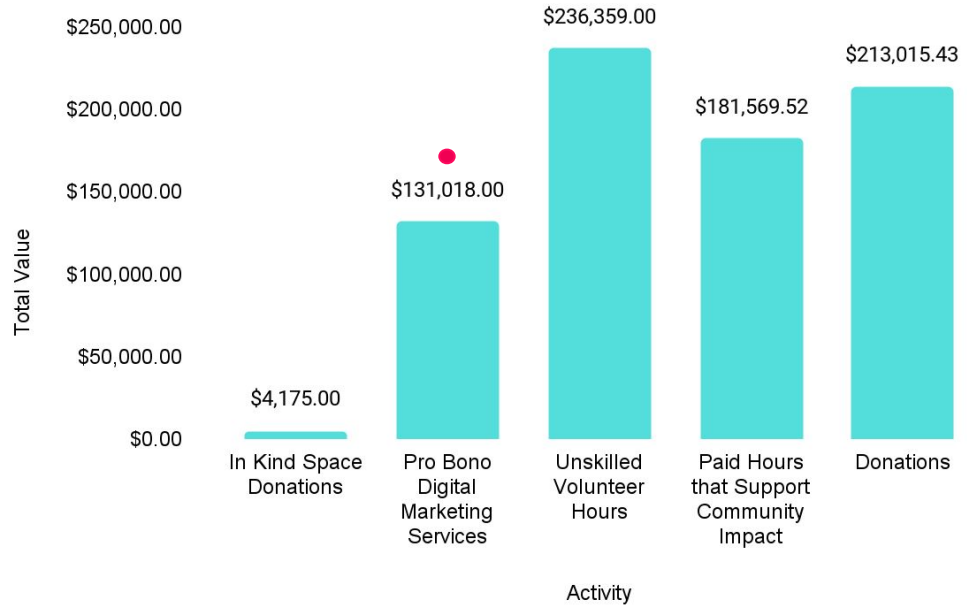
In 2023, Seer began donating our office event space to local nonprofits, allowing them to host celebrations and programs without dipping into their budgets.



2023 Financial Contributions

Pro Bono Digital Marketing:

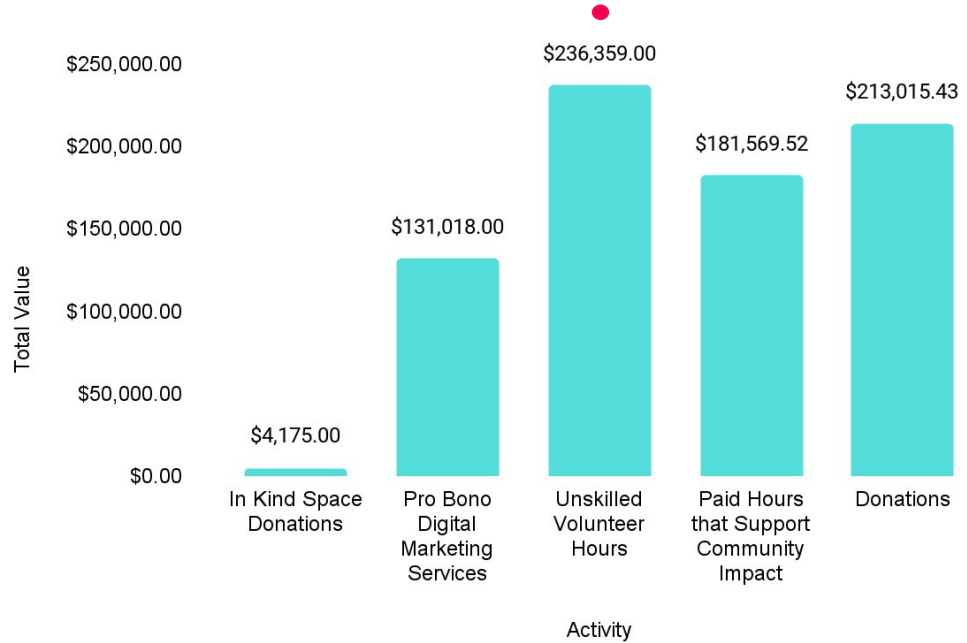
In 2023, seer worked with 4 nonprofits, providing SEO and Paid Media services. Value is assigned by the scope of work, like we would for a paying client.



2023 Financial Contributions

Unskilled Volunteering:

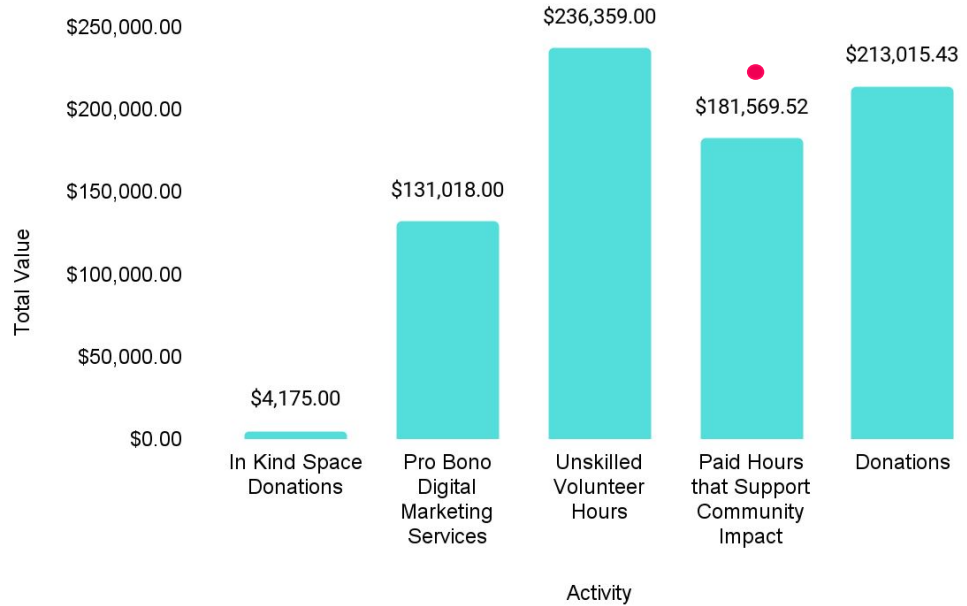
This encompasses most of our team's volunteering. It includes Seer sponsored volunteer events as well as individuals' volunteer efforts in their own communities. We value this time at \$50/hr.



2023 Financial Contributions

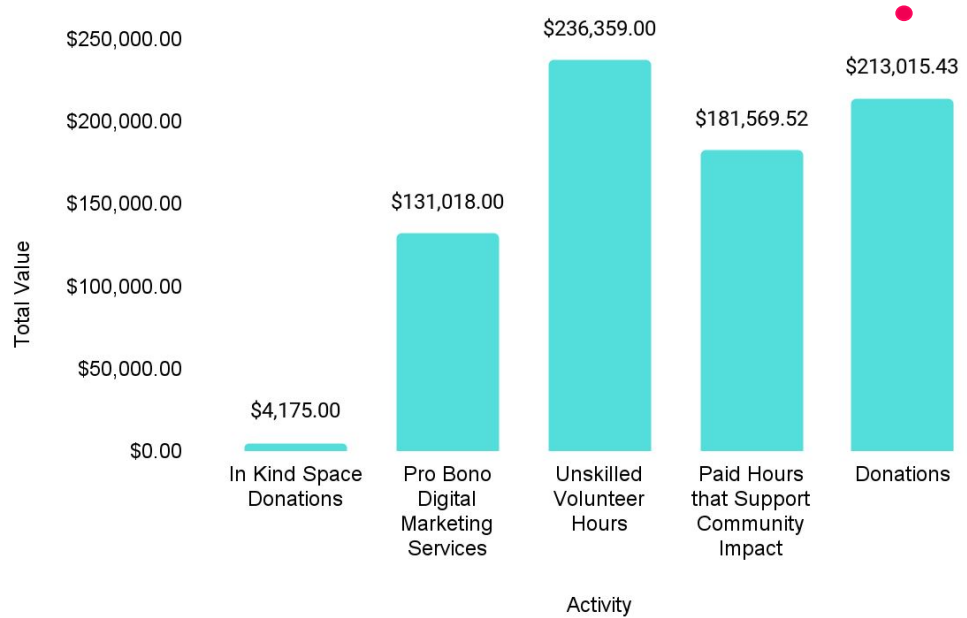
Paid Hours that Support Community Impact:

These are not volunteer hours but paid time that the team spends on Community Impact initiatives. This year, B Corp certification made up the majority of these hours. The Community Impact Manager salary and benefits are also included.



2023 Financial Contributions

Donations: These funds are nonprofit donations and overhead to support nonprofit initiatives. It includes new client donations, monthly volunteer winners, Giving Tuesday, event sponsorships, and larger corporate sponsorships.



In 2023, Seer worked with four non
profits on

Pro Bono Digital Marketing

In SEO, Paid Search, and Paid Media

For YouthBuild Philly, a Paid Social Campaign led to a



67%

Increase in applicants from the previous year

WE DELIVERED 18 RECOMMENDATIONS to AMEELIO WITH

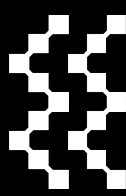
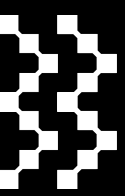


11,397



Projected annual sessions

FOR OPPORTUNITY HOUSE, WE INCREASED ORGANIC TRAFFIC



1300%

PoP, on their donation page

2023 Top Volunteers



Lindsay Lewandowski

241 Hours



Cori Shirk

196 Hours



Nicole Velasco

154 Hours



Crystal O'Neill

150 Hours

IN 2023 WE SAW



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91 Team Members

.....



Volunteer **more than 16 hours**

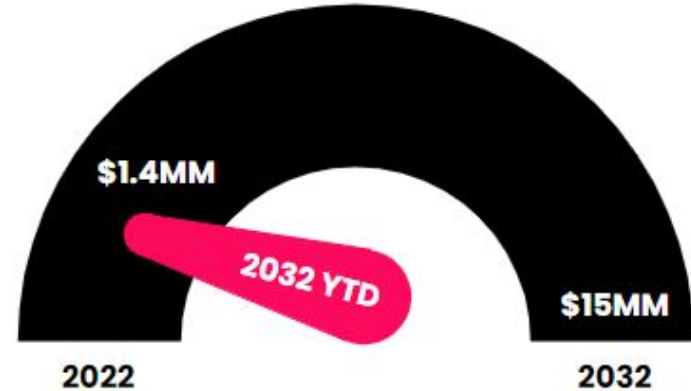
Habitat for Humanity Team Build

In October, 24 team members from across the country participated in a three day Habitat build with Habitat for Humanity of Montgomery and Delaware Counties. We built fencing, used some power tools, and spent time with each other in person! Seer also donated \$15,000 directly to the HFH of MontDelco. This summer, four families will call that property home.



Great work has been done, but we have a ways to go.

We're proud of the way we've uplifted others in 2023. But there's more work to be done. We're currently 10.7% of the way to our 15 million dollar goal, pacing slightly behind. Follow along with us in 2024 to see how we work to be better than yesterday for our community.



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