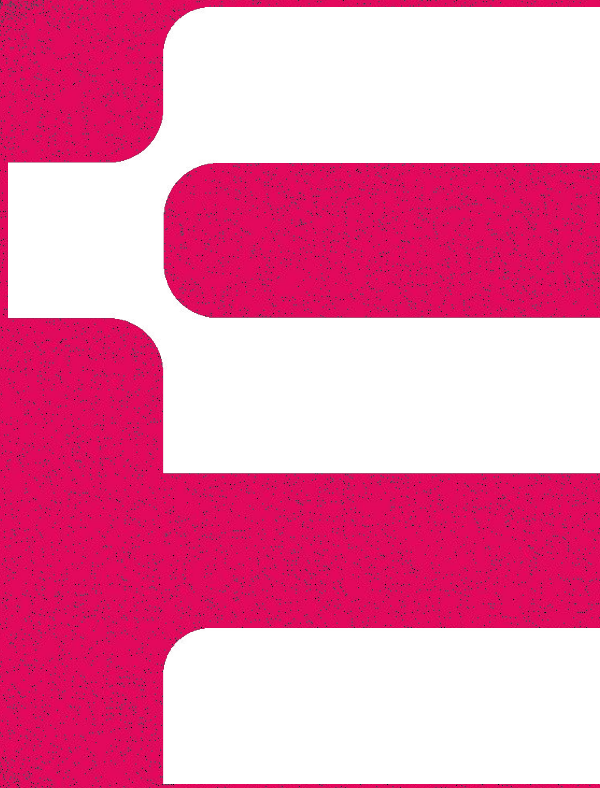


# 2024 Community Impact Report

Sharing our commitment to our communities



# In 2024 we found our groove

## Volunteer Hours

For the third year in a row, our team tracked over **5000** volunteer hours. Collectively, we've figured out how to make volunteering part of our everyday life. Showing up for our community isn't a passing fad, it's something we commit to day in and day out.

## Volunteer Opportunities

We planned over **35** Seer sponsored volunteer opportunities in 2024. In Philly, San Diego, and Ohio, our team participated in Habitat for Humanity builds, litter pickups, the Covenant House Sleepout, and meal prep and packaging. What's more impactful is individually, our team found ways to give back in their own communities across the country.

## AI

AI isn't just for tech workers. By leveraging this new technology with our Community Impact program, we made workflows more efficient, leveled up our data reporting, and even created a custom GPT to encourage voter engagement. This gave us more time for the most important work: the person to person connection.



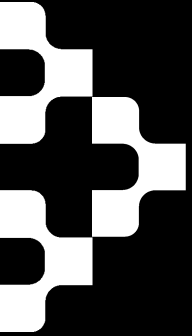
**Certified**



®

**Corporation**

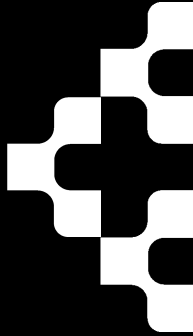
**This company meets the  
highest standards of social  
and environmental impact**



In 2024 Seer Contributed

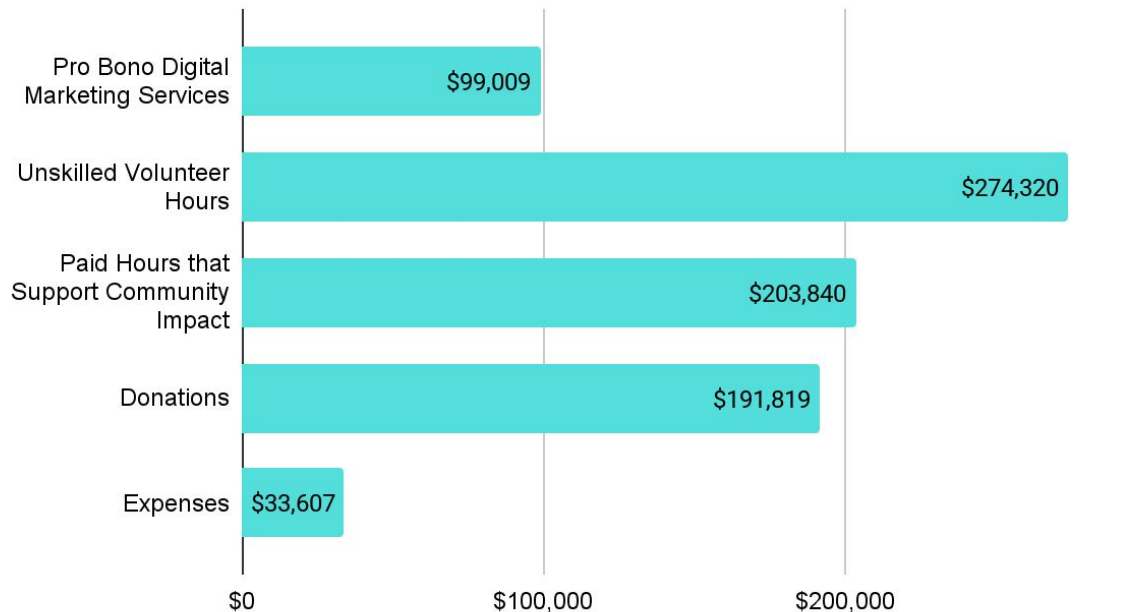
**\$802,595**

To the community through volunteering, pro bono work, and philanthropic giving



# 2024 Financial Contributions: \$802,595

2024 Financial Contributions



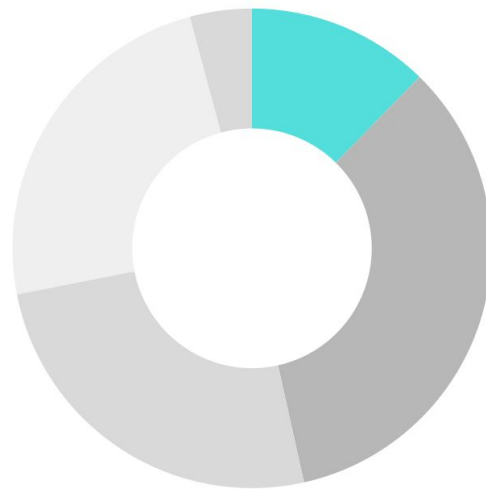


# Pro Bono Digital Marketing Services: \$99,009

In 2024, Seer worked with 3 non profit organizations, providing SEO and Paid Media services. Value is assigned by the scope of the work, like we would for a paying client. Our team contributed 229 hours to these projects.

Seer provided \$30,000 less in pro bono services YoY. Higher sale volume in 2024 led to less team bandwidth for pro bono projects.

Pro Bono Digital Marketing Services



# Unskilled Volunteer Hours: \$274,320

In 2024, our team volunteered 5326 unskilled hours. We valued this time at \$51.50/hour. Activities that make up these hours include Seer sponsored events such as:

- Habitat for Humanity team build

- Mentorship opportunities with youth interested in tech

- Meal prep and service for food insecure individuals

- Donating blood

- Writing letters to homebound senior citizens

They also include activities in team members' local communities such as:

- Supporting youth through mentorship and coaching

- Serving on boards of local non profit organizations

- Environmental activities such as litter pick up and community garden maintenance

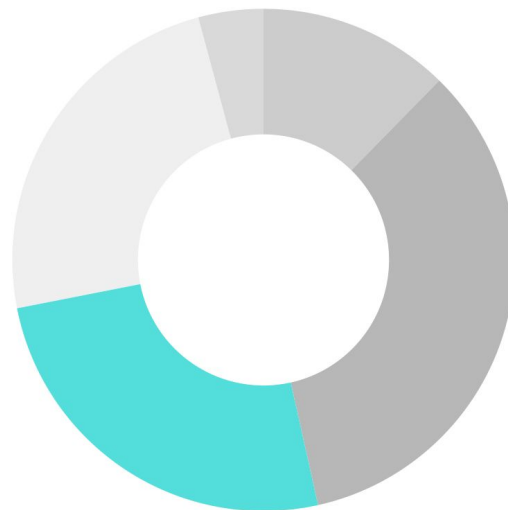
Unskilled Volunteer Hours



# **Paid Hours That Support Community Impact: \$203,840**

These are not volunteer hours but paid time that the team spends on Community Impact initiatives. The Community Impact Lead's salary and benefits are included as well.

Paid Hours that Support Community Impact



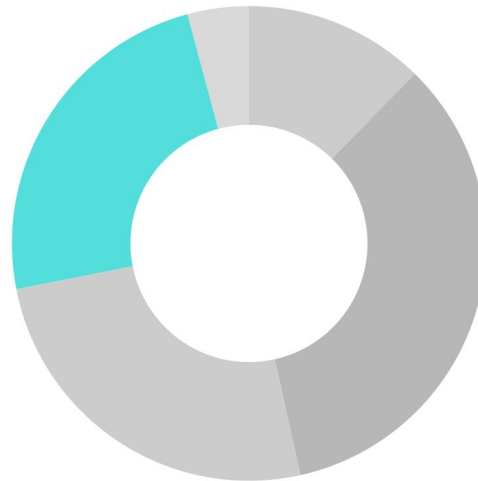


# Philanthropic Donations: \$191,818

These funds are tax exempt non profit donations. They encompass:

- Donations made in honor new clients
- Donations allocated by team members to organizations they care about
- Giving Tuesday donations- \$20,000 in 2024!
- Event and corporate sponsorships

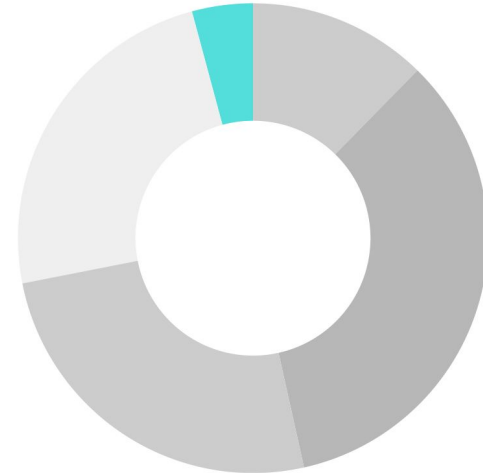
Philanthropic Donations



# Expenses: \$33,606

These funds go toward Community Impact programming at Seer. They include everything from paying our annual B Corp fees to providing pizza for the young adults who visit Seer to learn about careers in tech. Our goal is to keep them at about 20% of our Community Impact budget. In 2024, they were 21%

Expenses



# Top 4 Recipients of Seer Donations



**Coded by:  
(formerly known as  
Coded by Kids)**



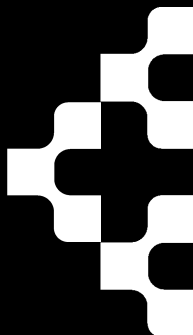
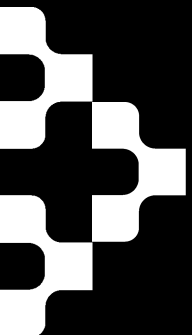
**Habitat for Humanity  
Philadelphia**



**Little Smiles**



**Hopeworks**



# 100

Team members volunteered 16 or more hours in 2024





# Top Volunteers



**Lindsay  
Lewandowski**  
213.30 Hours



**Cori Shirk**  
195.38 Hours



**Bethany Driskill**  
167.33 Hours



**Nicki Velasco**  
157.21 Hours

In 2024, Seer worked with three  
non profits on

# **Pro Bono Digital Marketing**

In SEO, Paid Search, and Paid Media

For YouthBuild Philly, a Paid Social Campaign led to a



**39%**



Increase in enrollment numbers from the previous year



WE DELIVERED 16 RECOMMENDATIONS to Tree 4 Hope WITH



.....

# 500

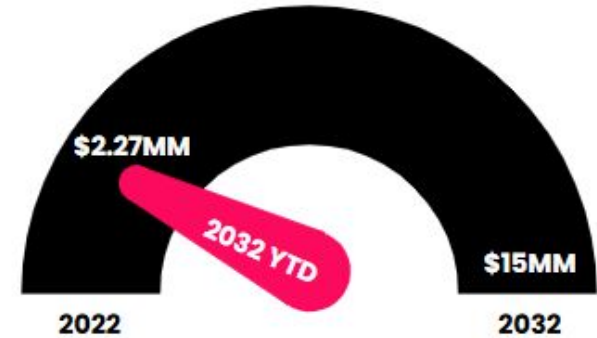


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Projected annual sessions

# Making Progress!

Follow us in 2025 to learn about some new initiatives as we work toward our goal of giving back \$15MM to the community by 2032



**Let's Do It**

