2022 Community Impact Report

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Set Fire to Your Assumptions

Assumption
For-profit businesses only care about making money.

Set Fire
4% of net-profit goes to nonprofits and $15MM donated to the community by 2032.
In 2022, Seer doubled down on their Community Impact goals...

April 2022
Seer’s First Community Impact Manager is hired

July 2022
Bright Funds, a platform to centralize volunteer and giving efforts, is rolled out to the team

October 2022
101 team members tracked at least one volunteer hour as part of the 31 days of volunteering challenge. We met our goal of having at least one team member volunteer each day during the month of October.

November 2022
Seer donates $20,000 on Giving Tuesday to 46 organizations, all nominated by team members.

December 2022
The Seer team tracks 5075 total volunteer hours for 2022.
In 2022, Seer contributed $670,619 to the community through volunteering and philanthropic giving.
2022 Financial Contributions

**Unskilled Volunteering:** This encompasses most of the volunteering our team does. We value this time at $50/hr.
2022 Financial Contributions

Digital Marketing Volunteerism:
This volunteer time encompasses pro bono work done by our team for non-profits as if they were a paying client. Value is assigned by the scope of work, like we would for a paying client.
2022 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 includes time spent hiring and training the Community Manager, any internal meetings or projects related to Community Impact, and the Community Impact Manager’s salary and benefits.
2022 Financial Contributions

Seer Philanthropic Giving: This is funds donated to nonprofit organizations from Seer. It includes new client donations, monthly volunteer winners, sponsorships, team member requests, Giving Tuesday, and other initiatives.
2022 Seer Giving Highlights

- $16,000 to organizations chosen by team members who volunteered & organizations nominated by the team
- $20,000 For Giving Tuesday
- $18,090 in Sponsorships to events
- $19,000 to organizations nominated by new clients upon signing with Seer
Volunteer Hours by Category

We began tracking our volunteer data by category in July. Working with children and helping individuals meet basic needs were the most popular.

Since July our team has volunteered with 145 different organizations.
Top 5 Volunteers in 2022

1. Leroy
   272.55 Hours

2. Bethany
   189.10 Hours

3. Cori
   143.03 Hours

4. Wil
   135.51 Hours

5. Steve K.
   108 Hours
Thanks for following along on our journey to give back $15 million to the community by 2032!

In 2022 we were just getting started. In 2023, we’re excited to share more detailed data about how our team volunteers and the non-profits that our team invests time and money with.

We are proud to share that this report was designed by a member of Hopeworks, a non-profit organization Seer partners closely with.