



# Public Benefit Corporation Annual Report

Fiscal Year 2021

Reporting Period: Jan. 1 – Dec. 31, 2021





2021 was a year of hope and recovery. Beehive joined the rest of the world in 2020 navigating intense business, political, economic and personal challenges due to the pandemic. These trials continued to challenge businesses, communities and our people throughout 2021. Our team was fully vaccinated by spring making it possible to gather and connect in person more frequently. Our business grew, we added a new team member and experienced 100% employee retention despite "The Great Resignation." These were all positive signs of progress and momentum for the future.

Yet, we continue living in the midst of a pandemic and in a world that remains politically and economically unstable. It only takes a look at the daily headlines to remind us our state, our country and the world is far from achieving racial justice.

So, we move forward with the clarity of who and what we stand for and who we stand up for as a Certified B Corporation. We continue to take conscious, committed action and build momentum, step by step, driven by purpose and our pledge to business as a force for good in the world.

A handwritten signature in black ink, appearing to read 'Lisa Hannum'.

Lisa Hannum  
CEO, Beehive Strategic Communication



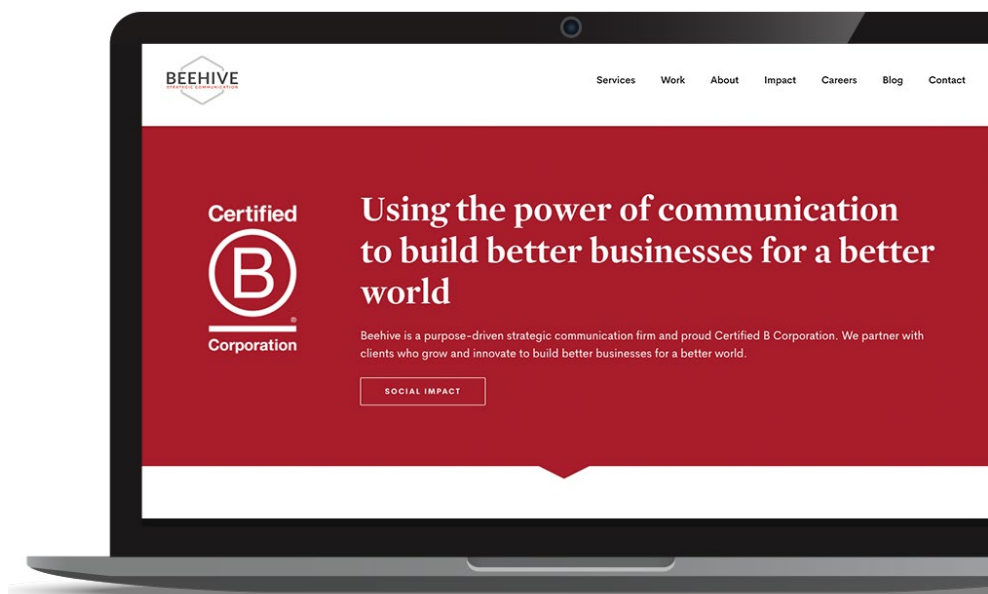
## ABOUT BEEHIVE STRATEGIC COMMUNICATION

Beehive is an independent, purpose-driven strategic communication firm and proud Certified B Corporation. We partner with client organizations that grow and innovate to build better businesses. They understand their customers, employees, partners, communities, investors are inspired to support businesses that have clear values and act accordingly. People today expect businesses to do better. And when businesses do better, we all do better.

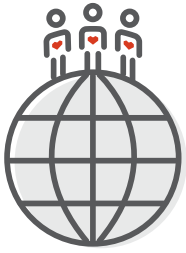
Beehive works with focused purpose every day: to use the power of communication to build better businesses for a better world. We know strategic business communication has the power to move people in powerful ways and drive business results. We are business strategy and communication experts in crisis management and business continuity; change management communication; purpose, mission and values alignment; organizational culture and communication; brand positioning and integrated communication.

We work nationally and globally with leading brands in health care, financial services, professional services, life sciences, energy and environmental services, commercial real estate and commercial construction.

Beehive is a proud woman-founded, owned and led business, committed to business as a force for good. Our purpose and values guide what we stand for – and who and what we stand up for – in our communities and in the world. We are committed to continually listening, learning and taking action for social justice. Our award-winning culture is a model for human- and purpose-centered work environments.







### What we stand for:

- Justice, equity, diversity and inclusion in all businesses
- Anti-racism and anti-oppression
- Equal civil rights
- Equal pay
- Voting rights

### What we stand up for:

- Implementing training, mentoring and hiring initiatives to improve diversity in businesses and in our industry
- Empowering women and Black, Indigenous and People of Color (BIPOC) to advance and lead in business
- Dismantling racist systems, policies, practices and ideologies within ourselves and our networks
- Businesses supporting and empowering voting rights
- Safe, diverse, equitable, inclusive and anti-racist business cultures
- Justice and equity in our communities

### Who we stand up for:

- All women
- Black, Indigenous and People of Color (BIPOC)
- Lesbian, gay, bisexual, transgender and queer people

## Certified



Corporation

### THE B LAB B CORP ASSESSMENT IS BEEHIVE'S THIRD-PARTY STANDARD

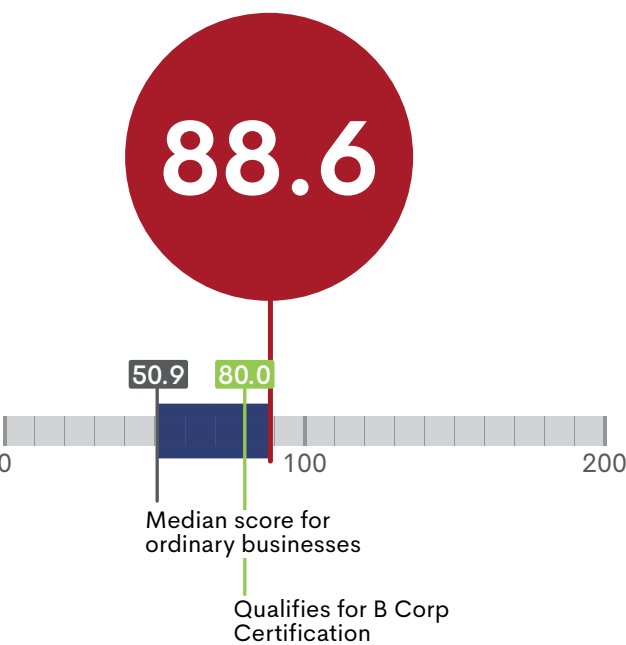
Beehive Strategic Communication's Board of Directors certifies it has chosen the third-party standard of the B Impact Assessment, which is administered by B Labs — a non-profit organization that serves a global movement of people using business as a force for good. The purpose of the B Impact Assessment is to allow businesses to measure and manage social and environmental performance of their whole business by providing an easy, insightful and standardized framework for measuring the business's impact on its stakeholders. The B Impact Assessment is the exclusive assessment tool used to verify that a company meets the performance requirement to become a Certified B Corp. It also meets the necessary statutory qualifications for benefit corporations to meet reporting and transparency requirements.

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose. Beehive's Board of Directors certifies the standard is independent and approves the report. Further, this B Corp third-party standard is being applied in a manner consistent with the third-party standard's application in the prior reports.

Beehive first completed the B Impact Assessment, earned a qualifying score and became a Certified B Corporation in November 2018. To maintain our B Corp certification, Beehive must re-apply, complete a new B Impact Assessment and earn a score of more than 80 points every three years. We submitted our B Impact Assessment for recertification in the summer of 2021. Due to the backlog of companies waiting for assessment reviews, Beehive remains in good standing as we wait for B Lab to finalize its review of our B Impact Assessment.

Beehive received a certification score in 2018 of 88.6 out of a possible 200 points on the B Impact Assessment, which reflects our strong commitment to making the world a better place. Organizations must earn a minimum score of 80 points on the B Impact Assessment to be certified as a B Corporation. They must also meet with B Lab staff to review the completed B Impact Assessment and submit confidential documentation to validate responses.

B Impact Score



Impact Area Scores



Using the power of communication to build better businesses for a better world.



PUBLIC BENEFIT STATEMENT

We work and live with purpose, every day. We believe that to be authentically purpose-driven means we must live our purpose inside and outside our company, across all business operations, with our employees, partners and clients and in our communities.

We know clear, consistent communication is a powerful differentiator inside and outside organizations. It builds awareness, understanding and trust. And when trust is high, businesses grow. When businesses grow, communities grow. And we all do better.

The following information provides details on how Beehive has created general public benefit, along with any circumstances or challenges that hindered our efforts to pursue or create general public benefit.



## Workers

OVERALL SCORE

**35.3**

QUESTIONS ANSWERED

**48 of 48**

OPERATIONS SCORE

**34.3**

IBM SCORE

**0.0**

N/A SCORE

**1.0**

Beehive activates its purpose of building better businesses for a better world by appreciating, supporting and investing in our employees. We promise our employees a positive, conscious and inclusive culture where Beehive's values flourish, and they are inspired to grow and do their best work.

The B Impact assessment Workers section evaluates a company's contributions to its employees' financial security, health and safety, wellness, career development, and engagement and satisfaction.

### EXAMPLES OF WORKER IMPACT

#### *Financial Security*

- 100% of employees are paid at least the equivalent of a living wage for an individual and for a family.
- Market-competitive compensation packages are benchmarked annually.
- Employees are paid at or above 95% of industry-benchmark salaries.
- Beehive is committed to salary transparency and wage equity.
- We provide formal guidelines on the structure of our bonus plan (e.g., eligibility, profit/revenue target).
- Our 401(k) full match is greater than 4% and the plan includes a socially responsible investing option.

#### *Health, Wellness & Safety*

- Beehive pays 80%+ of family health care coverage premiums.
- We offer supplementary benefits including: dental insurance, short-term disability, long-term disability, HSA, FSA, life insurance, domestic partner benefits and an Employee Assistance Program.
- Employees receive a generous annual wellness budget to use for well-being related expenses, allowing individuals to customize their unique health and wellness needs.
- Beehive evaluated and updated our LGBTQ+ policies using guidelines from the Human Rights Campaign Corporate Equality Index. These included:
  - Updated handbook language that is more inclusive in our Equal Employment Opportunity policy; Diversity, Equity and Inclusion policy; and Bereavement Leave Policy
  - Added domestic partners to our medical and dental benefits
  - Ensured employees understood the agency has a firm-wide plan that explicitly affirms coverage for transition-related care
  - More clearly communicated these inclusive insurance options to employees and their eligible dependents by adding an Equity in Healthcare section to our Benefit Book and made documentation readily available to employees



### **Career Development**

- 100% of employees received skills-based training to advance core job responsibilities and training on life skills for personal development.
- Beehive pays for employee professional development activities.

### **Engagement & Satisfaction**

- The following policies are written and accessible in Beehive's employee handbook:
  - A non-discrimination statement
  - An anti-harassment policy with reporting mechanisms, processes and disciplinary procedures
  - A statement on work hours
  - Policies on pay and performance issues
  - Policies on benefits, training and leave
  - Grievance resolution process
  - Disciplinary procedures and possible sanctions
- The annual minimum number of paid days off (including holidays) for full-time employees is 24.
- In 2021, Beehive rolled out new work arrangements that meet employees' needs and promote well-being, including: work from anywhere, time shift schedules, Flex Fridays, and compressed and shortened work schedule options.

### **EMPLOYEE ENGAGEMENTS STATS**

**100% voluntary  
retention**

**+100 eNPS score**

**98% employee  
engagement score**

**97% employee  
well-being score**

### **CHALLENGES**

Beehive is not structured in a way that grants employees stock, stock options or stock equivalents (including participation in an ESOP or other qualified ownership plans) in the company. We do not employ part-time workers, which restricts our ability to positively impact the part-time workforce population.



## Governance

OVERALL SCORE  
**8.1**

QUESTIONS ANSWERED  
**28 of 28**

OPERATIONS SCORE  
**5.6**

IBM SCORE  
**2.5**

N/A SCORE  
**1.0**

**Living our purpose and activating our social impact commitment means incorporating them into our organizational structure, systems and policies.**

The B Impact assessment Governance section evaluates a company's overall mission, engagement around its social/environmental impact, ethics and transparency. It also evaluates the ability of a company to protect its mission and formally consider stakeholders in decision-making through its corporate structure (e.g., benefit corporation) or corporate governing documents.

### EXAMPLES OF GOVERNANCE IMPACT

#### *Mission & Engagement*

- Beehive consistently incorporates our social impact into business decision-making. We consider it important to the success and profitability of our business.
- We integrate social and environmental performance into decision-making through employee training that includes social issues aligned to our company purpose; performance reviews that formally incorporate social issues; and job descriptions for executive team members that includes social performance.
- We track impact metrics that we've chosen based on company purpose.

#### *Ethics & Transparency*

- Beehive has the following practices in place to promote ethical decision-making and prevent corruption: a written Code of Ethics, written whistleblower policy and Diversity, Equity and Inclusion Policy.
- We maintain financial controls like segregation of check writing and check signing privileges, segregation of Accounts Receivable and Accounts Payable duties and more.
- We make the following information publicly available and transparent: beneficial ownership of the company; financial performance (employees) and social and environmental performance.
- Beehive provides a feedback form on our website that the public can use to provide feedback, ask questions or share complaints.
- We formally share financial information through weekly and quarterly financial/business updates to staff so everyone has an understanding the agency revenue, growth and productivity metrics and how they can impact them.

### CHALLENGES

Beehive has no external advisory board or equivalent governing body, which limits the external oversight and auditing of the company.





## Community

OVERALL SCORE  
**29.1**

OPERATIONS SCORE  
**28.0**

QUESTIONS ANSWERED  
**47 of 47**

IBM SCORE  
**0.0**

N/A SCORE  
**1.1**

Beehive impacts positive social change in our community and our industry through volunteering, financial support, mentoring, pro bono services, social justice and activism. We continually participate in training and education about structural racism and other social justice, diversity, equity and inclusion issues to ensure we understand our own biases and privileges and can be active, informed allies.

The B Impact assessment Community section evaluates a company's engagement with and impact on the communities in which it operates, hires from and sources from. Topics include diversity, equity and inclusion; economic impact; civic engagement and giving; and supply chain management, through evaluating practices like charitable giving, investment in diversity and educational opportunities.

### EXAMPLES OF COMMUNITY IMPACT

#### *Diversity, Equity & Inclusion*

- Beehive is women-led and majority women-owned.
- We include a statement in all our job postings with a commitment to diversity, equity and inclusion.
- We offer trainings for all employees on topics related to diversity, equity and inclusion, like Hollaback's Bystander Intervention training to stop anti-Asian/American and xenophobic harassment.
- To promote diversity within our supply chain, we track diversity of ownership among our suppliers, have a policy to give preference to suppliers with ownership from underrepresented populations and have a formal program to purchase and provide support to suppliers with diverse ownership in place.
- We contributed 2021 data to Hold The PRes and Agency DEI.
- Beehive implemented the Web Content Accessibility Guidelines (WCAG) 2.1 to guide us in making web content more accessible for people with disabilities and more user-friendly for all.
- We updated our brand color palette to ensure all employees and users can properly view/see our brand in all mediums. We removed videos from our website that were not in compliance with closed captioning.

#### *Economic Impact*

- Beehive has written local purchasing and hiring policies.
- About half of company expenses (excluding labor) was spent with independent suppliers local to our headquarters.
- All of our banking services are provided by a local, independently owned bank committed to serving the community.

#### *Civic Engagement & Giving*

- Beehive takes part in civic engagement through financial investments, community investments, pro bono service, advocacy for social impact policies and partnerships with charitable organizations.
- In 2021, Beehive made financial donations to: Black Women's Wealth Alliance, Native Governance Center, Human Rights Campaign and Stop AAPI Hate.
- We became a signatory to the Asian Americans Advancing Justice-Atlanta & Georgia NAACP collective statement.
- We organized a company service day to support Avivo, a Minnesota non-profit helping individuals and families who face complex barriers – poverty, homelessness, unemployment, chemical addiction or mental health concerns – achieve recovery and economic stability.

*Continued on the following page*

**Civic Engagement & Giving continued**

- Beehive monitors and records total volunteer hours annually.
- We have a formal statement on the intended social or environmental impact of our company's philanthropy and a formal donations commitment.
- We made matching funds available to employees who donate to non-profits during annual GiveMN's annual Give to the Max Day. Beehive also provided more than \$5,000 in pro bono fees to support the campaign.

**CHALLENGES**

Beehive is a small business of 13 employees with very low turnover and only 1 to 2 jobs open each year. This limits our ability to have a substantial impact on job growth in our community. Volunteering in person was more challenging during the pandemic, due to shutdowns and concerns about contracting the virus. Beehive is working to improve recruiting and retaining more BIPOC, LGBTQ+ and other employees representing underserved populations. We are working toward a specific, measurable and public commitment to improve BIPOC representation at all levels of agency staffing and in our industry.



**Environment**

OVERALL SCORE  
**7.2**

QUESTIONS ANSWERED  
**28 of 28**

OPERATIONS SCORE  
**7.2**

IBM SCORE  
**0.0**

N/A SCORE  
**0.0**

**Beehive is a better business and builds a better world by seeking to limit our environmental footprint today and into the future.**

The B Impact assessment Environment section evaluates a company's overall environmental management practices, as well as its impact on the air, climate, water, land and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels.

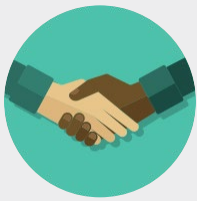
**EXAMPLES OF ENVIRONMENTAL IMPACT**

**Virtual Office Stewardship**

- Beehive has a written policy encouraging environmentally preferred products and practices in employee virtual offices (e.g., recycling).
- We share resources with employees regarding environmental stewardship in home offices (e.g., energy efficiency).
- We have a policy in place for the safe disposal of e-waste and other hazardous materials purchased for employee home offices.
- Employees are provided with a list of environmentally preferred vendors for office supplies.

**CHALLENGES**

Beehive does not have a physical office space at this time, so building-related environmental factors (e.g., monitoring energy, water usage; implementing energy efficiencies and reductions) are outside our scope of influence.



## Customers

OVERALL SCORE  
**8.8**

QUESTIONS ANSWERED  
**25 of 51**

OPERATIONS SCORE  
**0.0**

IBM SCORE  
**8.8**

N/A SCORE  
**0.0**

Beehive is a purpose- and values-driven business. We support our clients to become better businesses through internal and external communication services that positively impact their employees, communities and customers, enhance business operations, produce meaningful results, and enhance operations, communication and marketing.

The B Impact assessment Customers section evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security and feedback channels.

### EXAMPLES OF CUSTOMER IMPACT

#### *Customer Stewardship*

- Beehive manages the impact and value created for our clients through: third-party quality certifications or accreditations, formal quality control mechanisms, client feedback and complaint mechanisms, monitoring client satisfaction and more.
- We share client satisfaction internally and publicly. We have achieved specific targets for client satisfaction.
- Beehive manages the privacy and security of client data. We have a formal publicly available data and privacy policy. All clients have options to decide how their data can be used.
- Our email list building and email marketing strategies are GDPR compliant.

#### *Impact Improvement*

- Our services provide consulting or implementation that improves the operational practices of our clients.
- All services are provided with the objective of positively impacting the client's ability to achieve business goals and purpose-driven outcomes.
- Beehive contributed to expanding justice, equity, diversity and inclusion programs inside several client organizations.
- We added non-profits, public benefits corporations and Certified B Corps to our client roster.

### CHALLENGES

Beehive's services do not target under-served populations. We do not work solely with non-profits or purpose-driven organizations.

### CERTIFICATION BY THE CEO

I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

February 25, 2022

A handwritten signature in black ink, appearing to read "Lisa Hannum", with a stylized, cursive script.

Lisa Hannum  
CEO  
Beehive Strategic Communication



